

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

VOL. LII.

NEW YORK, AUGUST 9, 1905.

No. 6.

**Over 600,000 Farm Homes**

Reached each issue by

**THE WOMAN'S FARM JOURNAL**

**Of ST. LOUIS**

And the rate is

**Only \$2.00 per Agate Line**

*(Write for complete rate card, showing space discounts.)*

¶ It is unquestionably the best and cheapest proposition in the agricultural field—and remember—the circulation is absolutely **proven or no pay**.

¶ At this writing about two-thirds of the available advertising space in September issue has been taken, and the fact that most of the orders are from old advertisers, who always "key" their ads, speaks volumes for the pulling powers of **THE WOMAN'S FARM JOURNAL**.

¶ **YOUR** copy for September should be sent in at once to insure insertion as well as to secure good position.

**September Forms Close August 20th to 25th**

The principal mailings will be completed about September 10th, which makes this issue an ideal one for reaching the Farm Home.

Send copy in **NOW**, and address

Advertising Department,

**THE WOMAN'S FARM JOURNAL**

(Established 1891)

**ST. LOUIS, MO.**

Eastern Office :

Flatiron Bldg., NEW YORK

Western Office:

First National Bank Bldg., CHICAGO

# A Twenty-four page Descriptive Booklet— mailed free—

Explains why the advertiser, or the agent who is going to prepare lists and estimates for the Fall campaign, will find Rowell's American Newspaper Directory for 1905 a mighty handy, practical and economical assistant. ¶ Over 23,000 newspapers, magazines and periodicals revised to date. ¶ If you estimate with Rowell's Directory, you estimate on the safe side. ¶ Send in your order NOW. ¶ Every advertising agent—every advertiser who spends as much as five hundred dollars a year in general advertising—every maker of material and supplies used in a publisher's office—and every firm who has occasional use for a partial or a complete list of newspapers, class papers and magazines published in the United States or Canada—ought to buy a copy of this Directory. Send for the booklet.

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**Cloth and gold; over 1,500 pages. \$10 net cash, sent carriage paid upon receipt of price.**

(Recognized Advertising Agents and Book dealers are entitled to a trade discount of 15 per cent.)

**SEND ORDER AND MAKE CHECKS PAYABLE TO**

**CHAS. J. ZINGG, *Manager,***

**The Printers' Ink Publishing Company,**

**10 Spruce Street (up stairs),**

**NEW YORK CITY.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

ENTERED AS SECOND-CLASS MATTER AT THE NEW YORK, N. Y., POST OFFICE, JUNE 29, 1895.  
VOL. LII. NEW YORK, AUGUST 9, 1905. No. 6.

## FORTY YEARS AN ADVERTISING AGENT.

By Mr. George P. Rowell.

### THIRTY-SECOND PAPER.

Among the guests who came frequently to the midday repasts at the Hide and Leather Club, was David R. Locke, better known as Nasby. He was associated with Mr. Bates in the conduct of the advertising agency, the firm name being Bates & Locke. Just what good Locke did the agency I could never learn. He surely was not a safe counselor for an advertiser, after getting beyond advising him to use the *Toledo Blade*—which generally belonged to Nasby as much as half of the time, if not more.

He seemed to make some effort to cultivate in his own person, an approach in appearance to what a reader would expect to find in an incarnation of his *nom de plume*, Petroleum V. Nasby of Confedrit Cross Roads, Kentucky; and he was more than moderately successful in his effort. His clothes never seemed to be new, nor fashionable, nor tidy. He generally wore a stove pipe hat; but it was not frequently ironed, nor even brushed. He talked much of drinking, and was willing to do his share, if occasion presented; although it was noted that he was commonly the tempted one and was rarely the person to offer to set 'em up. If there was ever a man more keen in retort, or more absolute in his power to make a rejoinder that left nothing whatever that the opponent could answer back, Locke was the man. I wonder how many stories of his and about him I have listened to; and I can hardly recall one that will not make me laugh, even when I am not in good spirits.

He told one day of that superlatively handsome man, Col. Nicholas Smith, who had married one of the Greeley girls, and with whom he had spent an hour at the Lotus Club the evening preceding, and talked about the potent influence of manly beauty. The Colonel had admitted that, in his case, it was a constant annoyance; so much so that he did not dare to dress as well as he would like to, because, when he was really well dressed, the women pursued him so. "What rot!" exclaimed Bates, in disgust at so much egotism. "You don't know what you are talking about," responded Locke, and proceeded to assert that for the very reason given by Smith, and no other, he, Locke, had for years had his trousers cut so as to make him look bow-legged.

He and Bates owned the first successful typewriter; the one that later became the Remington. Locke used to say that the time would come that the typewriter would be in as general use as the sewing machine. That seemed preposterous, then, but does not seem so much so now. They had a warehouse and show rooms on Broadway; but were in advance of the market and finally parted with their rights—and possibly with a great opportunity to make thousands. One day Bates visited the warerooms. They were Locke's special province, but Locke was not there. The bookkeeper thought he might be in the saloon around the corner; and there he was looked for, and discovered—sitting by a small cast iron fountain in the back yard, that cast up a gimlet sized stream of croton that dripped down and gave a little life to a few thirsty straggling plants. On a table, at

his side, was a mug of beer; in his hand the extinguished stub of a Pittsburg stogie; with feet elevated to the fountain basin; with soiled paper collar—broken from the fastener—for the day was warm and there was perspiration if no cravat. The visitor was welcomed with warm goodfellowship and bade to sit, and before he could open the subject that was in his mind, was called upon to listen to views already thought out under the soothing influence of the tiny fountain. "I've been thinking it over, Bates," said Locke, "and I know why we don't succeed. It's our men! I can see it! The trouble is, bi-god, we are not represented by gentlemen!"

Mr. Lincoln admired the Nasby Letters; they afforded him recreation from the cares that oppressed him; the scholarly Charles Sumner found in them something to admire; they made the great circulation of the *Toledo Blade*, and were the foundation of a substantial prosperity for the writer of them. Locke had many friends, who, at first acquaintance, would be inclined to lionize him, and he would submit, in a queer, rather amused way, to a good deal of that sort of thing; and if champagne and cigars took part there was no objection to them—none whatever. On one occasion he determined to make some return for entertainment and hospitality bestowed on him. He opened his heart and decided to give a dinner to a dozen choice spirits, talked about it a good deal, consulted bon vivants about an appropriate bill of fare, and the most desirable house of entertainment where the occasion should be celebrated. It might be slightly Bohemian in its character, it would be all the better for a spice of that, but was to be the real thing, and done up in good shape. Seagortner's famous restaurant in Lafayette Place was at length decided on as just about what was wanted. The invitations had been informal, but at the hour appointed about a dozen guests assembled. The host was a little late—but he came. No room had

been provided, but the restaurant was equal to the demands of even such a sudden call, and soon the party were seated around a table covered with a bare cloth, and the host had before him a voluminous bill of fare. After looking at it for some moments, he laid it down and addressing his guests said, "Well, boys, what'll you have?" Some one, rising to the ludicrousness of the situation, suggested an oyster stew. There was hesitation, but the host had no suggestions to help on a decision; and, after a moment or two, another man pronounced in favor of the form of refectation that had been suggested, and soon all fell into line, and the party thereupon demolished twelve oyster stews; and with a mug of beer and some cigars, of which Nasby had a pocketful—such as they were—the "dinner" came to an end.

He was one day conversing with Mr. Gano, partner of Murat Halstead, then conducting the *Cincinnati Commercial*. The daily *Commercial* was the most important paper in Ohio at that time, but its weekly was of no particular account; and probably did not print more than one or two thousand copies; while the weekly *Toledo Blade* had more than a hundred thousand paid in advance subscribers on its list. Mr. Gano criticised the quality of paper used for the *Blade*—said it looked dirty. Locke did not deny this, but thought the common people liked it. "Why!" said he, "every time I have a day to spare, and want a little recreation, I go over to the Maumee, a little above where our paper mill stands, and spend a whole afternoon throwing mud and turfs into the river." Gano did not appear to see his way open for any comment on this, and Locke, after a pause, continued, "Gano, you use a white handsome paper for your weekly." "Yes," said Gano, "we try to give as good as there is to be had." "By the way," continued Locke, "how many copies of it do you print?"

He used to tell that he thought of buying a farm just outside of

(Continued on page 6.)



# ABOUT THIS TIME LISTS ARE BE- ING MADE UP FOR FALL ADVER- TISING

¶ In these days of torrid temperature, it is the wise advertiser who is quietly laying plans for a Fall and Winter campaign.

¶ To make your campaign a success in Indianapolis, Minneapolis, Montreal, Washington and Baltimore, it is necessary that you use the leading home newspaper in each respective city.

¶ Follow the following schedule and you can't go wrong:

***The Indianapolis News.***

***The Minneapolis Journal.***

***The Montreal Star.***

***The Washington Star.***

***The Baltimore News.***

Special Representatives:

DAN A. CARROLL,		W. Y. PERRY,
Tribune Building,	New York.	Tribune Building, Chicago.

Toledo for a brother, but that the brother's wife objected, on account of the remoteness of the situation. She thought it ridiculous for them to try to live "where they would have to drive four or five miles every time they wanted an egg or a pint of milk." And he used to relate, sympathetically, the story of the good woman of Connecticut who, church woman as she was, hated to die when the time came that die she must. Being comforted with visions of heaven, the great white throne, the gates of pearl, the golden streets, all of which she appreciated to the full, she still repined, because, in spite of them, she said she knew she should miss there a good many of her Hartford privileges.

Some one used to report the proceedings of a convivial evening, when, at an unexpected moment, although not an early hour, Locke seemed to be overcome with sudden grief, rested his head upon his folded arms upon the table before him, and sobbed and sobbed. "What is it Locke?" asked a friend, "What is the matter old boy?" "Excuse me, gentlemen," said the stricken one, "it will pass over." "You are among friends," said another, "let us share your grief, speak up, let us know, we will comfort you." The kind words were not without effect; and after a momentary recurring of hesitation, the company learned that the grief that had overcome their companion had arisen from his thoughts having been directed to the sad circumstance that he had—a drunken brother.

It was in Rome, at the Hotel Costanzi, in the early months of 1883, that Locke used to come in every evening to have a cup of coffee, a cigar, and a teaspoonful of "fin champagne" in company with half a dozen Americans to whom I had introduced him. He dressed in his usual manner, and talked likewise. "I met so-and-so on the Corso to-day," said he, "and he told me I ought to be a temperance lecturer; and I said I had not the requisite qualifications, for I was not a reformed

drunkard. To that he replied, 'All you've got to do is to reform.'" The speech had not annoyed him. The remembrance of it seemed to amuse him. His mind dwelt upon it, and he referred to it every day, and thought perhaps he would write a temperance lecture. Well, he actually did so; and delivered it; and many others, on the platform, where he was always popular, and by means of which he had earned a good deal of money. I do not know whether he "reformed," as he called it, or whether he needed to, for he made a great deal more of a pretence of drinking than he did of the actual demonstration of it.

Bates used to relate, that one morning when he went to his office, about eleven o'clock, as was his practice, he found Locke asleep on the lounge opposite his desk, and was somewhat annoyed by his heavy breathing. Soon, however, the sleeper awoke, wiped his eyes with his knuckles, sat up, looked at his partner and said, "Bates, would you like to see a man that's fuller than I am?" Bates was incensed, but answered mildly, "I wouldn't say, Locke, that I would, but I will say that I seldom have." Whereupon Locke arose, walked slowly to the office door, opened it, turned around, and said, "Bates, you get somebody to introduce you to me—in—an—hour!" And then he went out and was seen no more that day.

I recall one day, at the Club, Mr. England was so late that his coming was despaired of. Finally, when the coffee and cigar stage had been reached, he came in, looking flushed, annoyed, and generally disgusted. "What has happened to you?" was the general inquiry. "We had given you up." "I'm all right," he responded, "and started to come here three quarters of an hour ago, but, at the corner of Spruce street and William, Locke came out of Bonner's Ledger office and got hold of me by the button, and I have just this minute been able to get away from him; and all he had to say was to tell me, over

(Continued on page 8.)

## *Record Breaking by an Advertising Agency.*

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The company that does the electric lighting in the City of Boston has rather a lengthy name: The Edison Electric Illuminating Company.

It is a public-spirited corporation whose good work for Boston is appreciated by that municipality and its citizens.

But—it is a very conservative corporation and up to three years ago its officers had never contemplated advertising for business in Boston. But we persuaded them to start and here is the result:

\$20,400 the first year.

\$35,000 the second year.

\$55,000 the third year.

**A healthy sum to spend in one town, and they would never have spent it with us did our service not comprehend something more than mere theoretical advertis-**

**ing. We have taken our coats off there and helped them go right out after the business.**

The mere advertising agent, the theorist, who is content to sit in his office and devise fine words and fine plans would never even have gotten that company started. They did an unusual thing because we showed them that we could do unusual things—our efforts were clear out of the beaten track. The kind of campaign we waged made friends for the corporation on every hand, but it did more than this. It got the customers.

We can get them for you, too; but not before you at least ask us for preliminary ideas.

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THE BATES ADVERTISING CO.

CONVERSE D. MARSH,

Chairman Executive Committee,

182 William Street, New York.

and over again, that if I didn't quit drinking, whiskey would get me." And to calm his nerves he took a little Scotch with his water.

At one time I had in my employ a highly educated and accomplished man who had been brought up in the lap of luxury, taught to expect all the good things of earth to be subject to his order, and then, on account of financial reverses that came to his family, found himself under the necessity of earning his daily bread. He was a gentleman through and through, but owing perhaps to the misfortunes that had come to him, and perhaps in part to a congenital tendency to a delicate condition of health, he had acquired a habit of taking some drug that tended to upset his nerves and unfit him for work. Not knowing what it was, it was hinted to him rather gently, now and then, that his illness was to be attributed to whiskey. He did not admit this, and in after years, I knew it was not the case, but he was conscious that there was a cause that he did not wish to reveal, and the hints that had been conveyed tended to make him unhappy. He was genuinely attached to me, and really wished to stand well in my opinion, and on that account tried to avoid any appearance that should confirm the suspicions I had expressed. He was acting as editor of that early predecessor of *PRINTERS' INK*, the *Newspaper Reporter and Advertisers' Gazette*; and sat at a desk so near to mine that he could see and hear whatever went on in my direction. One day I had a call from Mr. Locke, who had nothing unusual or specially to be noted in his appearance; but my man, his name was Waldron, was in a highly wrought condition that day and saw, I think, more than could be seen; leastwise, next morning, just as I was about to leave the office to attend a meeting of the directors of a small bank, to whose board I had recently been elected, Waldron handed me a letter, beautifully written in his copy-plate hand, covering sixteen full pages of half-note

size, referring to the warnings I had given him, regretting the need of any such, and saying that what I had said had been very forcibly brought home to him the day before, by observing the ravages, the vice I had suspected him of, were already making in Mr. Locke, as he had had full opportunity to observe during his prolonged visit to me of the day before. He overstated the case to such a degree that it seemed to me rather ludicrous than worth any particular attention. I read a part of the communication at my desk, but discovering it was merely one of those vagaries that would lead to nowhere, I started out on my errand, with the letter in my hand, and continued to peruse it as I walked slowly from my office in the Times Building across the City Hall Park, towards the bank, which was situated at the corner of Thomas street and Broadway. As I arrived about at the point in the Park where the subway entrances are now situated, I saw Nasby approaching. There remained no more than two or three pages unread, and I could see that they were not going to lead anywhere, so I folded the sheets, and greeting the approaching victim, said, "Look here, Locke, this letter seems to me to be more intended for your benefit than mine," gave it to him and passed along. For as much as two years after that Locke did not seem to like me very well—and yet he was by no means a thin-skinned man. He forgave it all afterwards—apparently—but never spoke of it.

He was a newspaper publisher, and as such it would have been singular if he did not have or take occasion to feel incensed at the circulation ratings now and then accorded to the *Toledo Blade* in the Newspaper Directory that I published. He told me once that he had, in his safe, an opinion for which he had paid \$50 to Lawyer Waite of Toledo, not long before General Grant had appointed him Chief-Justice of the United States Supreme Court; the gist of which was, that he could recover whatever dam-

(Continued on page 10.)

There are two ways of  
covering Philadelphia—  
using all the morning  
papers, or—going in

# The Evening Bulletin

Net Average Circulation for June:

## 220,178 copies a day

"The Bulletin's" circulation figures are net; all  
damaged, unsold, free and returned copies have  
been omitted.

**WILLIAM L. McLEAN, Publisher.**

"In Philadelphia nearly everybody reads The Bulletin."

age he could show as resulting from an inaccurate rating, but would have to show that the rating was inaccurate, and to what extent, and that he had, on that account, lost business profits in such and such cases specified and to such and such amounts, also specified. "Now you can see, Rowell," said he, with the utmost good nature, "if I showed that I was actually damaged I should have to prove that advertisers took stock in your old book, and the more damage I established the greater the advertisement it would be for you. I did not see anything in it for me, for I had always asserted that no one was influenced by the book; and if that had been the case, of course I couldn't get any damages."

At a time when he was less incensed concerning the ratings in the Rowell Directory than he had formerly been, he came into the office one day, smoking a three-fer cigar, sat down by me, took up the Directory, put his feet upon my desk, so near to my countenance that I found it advisable to sit back in my chair, and proceeded to examine the book; turning from page to page, to note what figures were accorded to various papers about which he knew something. Our plan of obtaining statements at that time required a publisher to tell how many copies he printed of the first issue for the present month, the last month, and the month preceding the last; the three sets of figures being added and divided by three were then taken to be the circulation. If we suppose that a publisher of a country weekly reported that the respective issues called for were 800, 850 and 800, the sum, when divided by three, would show a circulation of 817. But at that time no one went very closely into tens and units; and Mr. Locke closed his examination with the remark addressed to me, "Rowell, there is one thing about that book that I admire" and he rose to go. "I'm glad you find anything to commend," I said, and then asked, "What is the particular feature,

Locke, that you admire?" to which he responded, "It's the god-damned exactness of it."

What was meant by circulation was not as well understood in those days as it is now when it seems to be established as properly represented by the average number of complete and perfect copies printed during the period of a full year that has passed. Then it was always given in round figures—generally prefaced by the word about. The country paper that printed regularly as many as 600 copies, and on some memorable occasion disposed of nearly twice as many, and hoped to do as well on some future occasion; would feel justified in asserting that its circulation was "about a thousand;" and an equally indefinite method was in favor with those papers that issued larger editions. Sixty thousand copies would constitute a pretty good claim for "about a hundred thousand" and so on.

At the Lotus Club one night a party of gentlemen were conversing, over their cigars. One of them was that Mr. Street of the old firm of Street and Smith, publishers of *Street and Smith's Weekly*, a story paper of the servant girl grade, that had perhaps a greater sale than any other weekly published at that time. Locke was also of the party, and the comparative prosperity of newspapers, past and present, being spoken of; Locke asked Street what circulation his weekly had acquired, and was told that it was about 300,000 copies. There was no comment, but a few moments later Street said, "Mr. Locke, you issue a paper that is widely read, the *Toledo Blade*. What circulation has it?" Locke said he was very glad to be asked that question at that particular time, because he was in a position to answer it definitely; that he always had weekly reports of the condition of affairs at the office, and one such had come to hand that morning—and producing a pocket-book and looking at a paper it contained, but upon which no one saw any writing or figures, he continued—"My bookkeeper tells

me that the edition is falling off a little, and they are now printing only 529,227 copies. This statement, like that made by Street, passed without audible comment, although there were one or two cases of drooping of the eyelids, among the hearers. Pretty soon Street threw his cigar stub into the cuspidor, and withdrew, Locke remaining, everyone smoking. The retreating figure was hardly out of ear-shot before Locke, looking after it, gave expression to his feelings by uttering the words: "What a liar Street is."

I ought not to dismiss Nasby without quoting his favorite motto which was:

A ROLLING STONE IS THE NOBLEST WORK OF GOD, AND AN HONEST MAN GATHERS NO MOSS.

He used to relate, that in his lecture tours, which were a source of considerable profit to him, he in the beginning had found that it was expected he would hold an informal reception after the lecture, and later have a session and big talk with the members of the local committee. At these it appeared that something additional was expected from the speaker, and he was at times at a loss to know just what to do or say; but finally, after a time, he prepared three sets of stories, with twelve stories in each set, one set suited for lyceums or literary societies, another for occasions political, and the third, altogether different from the second, to be used after Y. M. C. A. gatherings. When the time arrived he looked at his envelope, refreshed his memory by consulting the memoranda of the twelve that would fit the present occasion; and when they had been retailed the services were deemed complete. He drew a picture, true to the life of the average small Western town of those days. "Two rows of one-story houses, facing a street about a mile long—lost in the prairie at both ends—plank sidewalks pretty much the whole length—a mud hole in the middle of the roadway about half as long as the village, and thirteen signs, in sight, on every one of which you could read 'Lager Beer.'"

## Largest Known Circulation

of any newspaper in the United States, whether morning or evening, selling for more than one cent.

## The Facts with Guarantee Star

will be found in the Roll of Honor, printed in every issue of PRINTERS' INK. : : :

# CHICAGO RECORD-HERALD

## The Des Moines Capital

The Des Moines CAPITAL as an advertising medium completely dominates the city of Des Moines. The circulation in Des Moines exceeds that of any competitor by 3,000. The CAPITAL regularly publishes more local and foreign advertising in six issues a week than any competitor in seven. The two largest stores in Des Moines used more than twice as much space in the CAPITAL in the past six months as in any other paper, and they used no other evening paper. One advertiser in Des Moines, who is in a position to know, says that the CAPITAL gives better returns in Des Moines than the Kansas City *Star* in Kansas City.

LAFAYETTE YOUNG, - - Publisher.

EASTERN OFFICES:

166 World Building, 87 Washington St.,  
New York, N. Y. Chicago, Ill.

## THE AUGUST MAGAZINES.

These are the "melancholy days" for the magazine advertising man, the saddest of the year, for August issues carry sometimes less than half the business that is printed in any one of the fat winter months. This is the season when such a thing as an acceptable advertisement being crowded out for lack of space would be inconceivable—the season when the advertising manager, making up the dummy, fills sundry little holes with ads of patent binders, artists' proofs of illustrations and similar sundries carried by all magazines as a side line. Only the school advertising saves the showing—an all-wise Providence sitting up aloft had ordained that in August, the leanest of advertising months in business generally, hundreds of private schools shall seek the callow student. This is not only a good thing for the magazines, but also for the schools: They have the magazines to themselves, as it were, and appearing in force, their announcements are grouped in a special department. This year's showing of educational ads seems larger than ever, somehow, and the educational departments in magazines that have carried the bulk of this business for years are their most conspicuous feature. The *Century* has an innovation in the shape of an index to the educational ads fronting its school section. On one page is given an index of States and on a second an index of schools by name, ranged geographically, with "Boys" or "Girls" or "Co-ed." after each institution. Twenty-three States are represented, and one foreign country (Germany), with a total of 255 schools. New York leads with 61, Massachusetts and Pennsylvania each have 30, New Jersey and Virginia 19 each, Connecticut 14, Washington, D. C., 13, Ohio 11, Illinois 10, Maryland 8, Missouri 7, California and Michigan 5 each, New Hampshire 4, Kentucky, Rhode Island and Wisconsin 3 each, Indiana, Tennessee and Minnesota 2 each, Delaware,

South Carolina and Nebraska 1 each. More than half are girls' schools—144. Boys' schools are represented to the number of 51, or one-fifth the total, but there are also 24 boys' military schools. Co-education has 24 institutions, or one in every ten of the schools for children. Among the unclas-

## ADVERTISING IN LEADING MONTHLY MAGAZINES FOR AUGUST.

(Exclusive of Publishers' own advertising—asterisks [\*] indicate magazines that state their advertising space is sold only for cash.)

	Pages	Ag. Lines
World's Work.....	162	36,362
*Country Life in America (cols.).....	139	24,067
Review of Reviews.....	106	23,868
Sunset (July).....	105	23,520
Harper's Monthly.....	101	22,686
McClure's.....	100	22,520
Munsey's.....	90	20,160
Scribner's.....	87	19,650
Century.....	85	19,040
Country Calendar (cols.).....	129	18,468
*Four-Track News.....	80	17,920
System (July).....	79	17,864
National Magazine (July). Business Man's Magazine (July).....	72	15,128
Leslie's Monthly.....	64	14,432
*Everybody's.....	59	13,216
American Homes and Gardens (cols.).....	71	11,952
Outing.....	53	11,872
Appleton's Booklovers Magazine.....	45	11,135
Overland Monthly (July).....	48	10,902
Good Housekeeping.....	45	10,080
*Ladies' Home Journal (cols.).....	49	9,800
Cosmopolitan.....	43	9,632
Red Book.....	42	9,408
Men and Women (cols.).....	46	9,337
Metropolitan.....	41	9,184
Pearson's.....	40	8,960
Woman's Home Companion (cols.).....	43	8,600
Ainslee's.....	38	8,512
World To-Day.....	37	8,456
Lippincott's.....	37	8,288
Success (cols.).....	59	8,018
Garden Magazine (cols.).....	54	7,861
*Delineator (cols.).....	59	7,828
Atlantic Monthly.....	32	7,579
Ladies' World (cols.).....	36	7,349
Outdoors (July).....	31	6,944
Recreation (July).....	31	6,926
Argosy.....	30	6,720
Strand.....	28	6,440
Reader Magazine.....	27	6,197
Harper's Bazaar.....	27	6,064
Suburban Life (cols.).....	35	5,680
*Designer (cols.).....	38	5,103
Theater Magazine (cols.).....	27	4,740
Gunter's Magazine.....	20	4,648
Housekeeper (cols.).....	22	4,540
*New Idea Woman's Magazine (cols.).....	30	4,046
Black Cat.....	19	3,990
Bookman.....	17	3,808
Critic.....	16	3,603
*Woman's Magazine (cols.).....	20	3,566
Madame (cols.).....	20	3,410
St. Nicholas.....	13	3,053
*Benziger's Magazine (cols.).....	16	2,871
Book News.....	7	1,680
Philistine (July).....	16	960



# ADVERTISING IN LEADING WEEKLY MAGAZINES FOR JULY.

(Exclusive of Publishers' own advertising—asterisks [\*] indicate magazines that state their advertising space is sold only for cash.)

## Week ending July 8:

	Cols.	Ag. Lines
Independent (pages).....	43	9,632
*Life.....	53	7,546
Leslie's Weekly.....	32	6,458
Outlook (pages).....	24	5,376
Collier's.....	25	4,912
Vogue.....	29	4,624
Town Topics.....	26	4,324
Literary Digest.....	32	4,144
*Saturday Evening Post... 24	4,080	
*Associated Sunday Magazines.....	17	3,128
*Public Opinion.....	19	2,772
*Christian Herald.....	15	2,727
*Scientific American.....	11	2,286
Illustrated Sporting News	10	1,724

## Week ending July 15:

Collier's.....	28	5,376
Outlook (pages).....	21	4,774
Town Topics.....	27	4,580
Independent (pages).....	19	4,256
*Saturday Evening Post... 25	4,250	
Illustrated Sporting News	24	4,001
Vogue.....	23	3,592
Literary Digest.....	23	3,419
*Life.....	23	3,336
*Public Opinion.....	22	3,072
*Associated Sunday Magazines.....	15	2,812
*Scientific American.....	13	2,728
Leslie's Weekly.....	11	2,299
*Christian Herald.....	10	1,779

## Week ending July 22:

Outlook (pages).....	57	12,818
*Saturday Evening Post... 41	7,010	
Collier's.....	26	5,056
Town Topics.....	29	4,776
*Life.....	33	4,612
Vogue.....	24	3,847
Independent (pages).....	17	3,808
*Public Opinion.....	25	3,481
Literary Digest.....	22	3,185
*Associated Sunday Magazines.....	16	2,960
Leslie's Weekly.....	14	2,817
*Scientific American.....	12	2,539
*Christian Herald.....	11	1,917
Illustrated Sporting News	9	1,622

## Week ending July 29:

Collier's.....	45	8,568
Outlook (pages).....	16	3,712
Town Topics.....	21	3,584
*Christian Herald.....	20	3,416
Independent (pages).....	14	3,214
*Saturday Evening Post... 17	2,946	
Vogue.....	18	2,867
*Public Opinion.....	17	2,524
*Life.....	17	2,456
*Scientific American.....	12	2,443
Literary Digest.....	17	2,408
*Associated Sunday Magazines.....	13	2,368
Leslie's Weekly.....	11	2,229
Illustrated Sporting News	11	1,959

## Totals for July:

Outlook (pages).....	119	26,680
Collier's.....	125	23,912
Independent (pages).....	94	20,910
*Saturday Evening Post... 108	18,282	
*Life.....	127	17,950
Town Topics.....	104	17,264
Vogue.....	96	14,930
Leslie's Weekly.....	69	13,803
Literary Digest.....	95	13,157

	Cols.	Ag. Lines
*Public Opinion.....	84	11,849
*Associated Sunday Magazines.....	62	11,268
*Scientific American.....	49	9,996
*Christian Herald.....	57	9,819
Illustrated Sporting News	55	9,396

sified are 17 correspondence, or one in every ten of the schools

\* \* \*

The *Ladies' Home Journal* follows *Everybody's Magazine* in increasing its subscription price, but its rate is to be only \$1.25, whereas that of the latter has been raised to \$1.50. An important new feature of the *Ladies' Home Journal* is also announced in the August issue—its pattern service. This magazine has been steadily increasing the space devoted to fashions the past few years, and now a separate corporation has been formed with its office in New York to sell paper patterns of the *Journal's* own manufacture, not only direct to readers by mail, but also through the retail dry goods and department store trade. The August issue is an advance fall fashion number, and the September issue will have twelve pages of fashions. The Curtis Publishing Company has also added a color equipment that will permit the production of covers in any combination of color instead of the two-color work that has heretofore been the rule. The increase in subscription price begins with October.

Does a publisher lose business by refusing objectionable advertising, or does it in the end amount to a gain? The editor of the *Mail Order Journal* gives some interesting views on this subject. "I was looking through the advertising pages of *McClure's* recently," he says, "in quest of information as to how much a publication suffers that edits its advertisements so carefully as not to accept any business but what the publishers themselves could recommend as worthy, even to their best friends. *McClure's*, I find, has not suffered from this rigid policy at all, rather has profited in the character and volume of advertising it carries. It has more business than any other magazine, except *Everybody's*. In fact, the

difference between them, if any, is hardly noticeable. Among the financial advertisements I find such gilt-edged concerns as Rudolph Kleybolte & Co. and W. R. Compton & Co., both bond houses; the Colonial Trust Co., Pittsburg; the Western Bank & Trust Co., Dallas, Tex., and the Cleveland Trust Co. What a contrast between magazines which carry large financial ads, often occupying as much as a page, of a dubious character and highly speculative as to their outcome! The publishers of these magazines would not themselves put a dollar into any one of these concerns, yet they permit their pages to influence readers to do so—practically pointing the way to ventures through which money flows, instead of bringing to their attention gilt-edged investments by which money can really be made to grow. *McClure's* grows stronger every month in advertising patronage, because around its columns are rallying the best type of clean advertising. There is no question but that if it were cultivated, more clean than questionable advertising would be found in this country."

\* \* \*

Doubleday, Page & Co. have two bulky magazines this month, the extra advertising in the *World's Work* special Portland exposition making it a very large magazine for August. As in the St. Louis exposition of last August, much of this extra business takes the form of four-page reading articles, illustrated with the same care employed in the magazine proper. These "readers" make up a separate magazine of real interest, and substantiate the firm's claim that many of them are taken for regular text articles. There are always plenty of candidates for the top of the Little Schoolmaster's monthly list, but until the *Philistine* was added no magazine wanted to be at the bottom. This little monthly not only stands at the foot of the class willingly, but makes a point of it, taking pride in the fact that it carries less advertising than any other magazine. In the case of

the *Philistine* this is unquestionably an advantage, for the small amount of business it carries is high-class, and the practice of sprinkling Fra-elbertisms through the ads gives them prominence. The *Philistine* is the only magazine that sends out its advertising pages uncut, the only one that prints its advertising on better paper than the magazine section, and perhaps the only one whose ads are read before the text is looked at.

\* \* \*

"Magazine Circulation and Advertising" is an article in the August *Critic* by Cyrus Townsend Brady. This well-known author wrote to thirty-nine prominent magazines and asked for a statement of circulation, advertising rates, etc. In only three cases was information withheld, he says, and from the figures received he compiled some interesting data. "Of the thirty-nine magazines," he states, "I find there are twenty-two with a circulation of over 200,000 copies a month, the average being 257,000 copies monthly or 3,084,000 a year. The aggregate of the thirty-nine is over 10,000,000 copies a month or 120,000,000 a year. Assuming that each copy has five readers we get the enormous total of 600,000,000 yearly readers of the monthly magazines. The amount paid monthly by purchasers of these magazines is \$1,500,000, yearly \$18,000,000. For this the purchasers receive five and a half thousand pages of text and pictures a month and a little over four thousand pages of advertising. The revenue of these magazines from advertising is over \$1,250,000 per month or over \$15,000,000 a year, with a grand total from circulation and advertising of over \$33,000,000 a year. This is nearly an average of \$1,000,000 a magazine, and were it not for the number of magazines of small circulation included in the list, the average would be much greater. For two-thousandths of a cent for each reader a full-page advertisement could be put into the hands of 600,000,000 readers. The

magazines of greatest circulation are, as a rule, *not* of the ten-cent class. The yearly revenue from sales of the ten-cent magazines is about \$5,500,000, while that from the others is over \$12,000,000. The yearly advertising revenue in the former case is barely \$5,000,000 and the latter over \$10,000,000. The prices per month for an advertising page of the standard size range from over \$1,800 to \$30, the average price being around the \$300 mark. The greatest yearly advertising revenue is a little under \$2,000,000, the lowest a little more than \$25,000. There is supposed to be an intimate relation between amount of circulation and price of advertising. A dollar a page per thousand is a fair average, but some magazines charge nearly three dollars a page per thousand, while others are content with as little as fifty cents per page per thousand." The magazines considered in Mr. Brady's computations were as follows:

Ainslee's, Argosy, Atlantic, Booklover's, Bookman, Book News, Century, Chautauquan, Cosmopolitan, Country Life, Critic, Delineator, Designer, Everybody's, Good House-keeping, Harper's Bazaar, Harper's Monthly, Ladies' Home Journal, Lamp, Leslie's, Lippincott's, Metropolitan, McClure, Munsey, National, New Idea, Outing, Pearson, Popular, Reader, Review of Reviews, Scribner's, Smart Set, Strand, Success, Twentieth Century Home, Wide World, Woman's Home Companion, World's Work.

In conclusion he predicts that, in spite of the enormous aggregate of magazine copies in circulation and the tremendous revenue from sales and advertising, the magazine possibilities in both directions are scarcely touched and that five years will make these statistics—huge as they may seem—appear insignificant.

#### MAGAZINE NOTES.

The *Christian Herald* received 11,686 subscriptions recently in one of the duller weeks of summer. The present edition, according to Advertising Manager P. B. Bromfield, is nearly a quarter million.

During July and August, 435 specially trained students have been canvassing for the subscription department of *Men and Women*, and the sample copy editions for those months were stated to be 108,000 in excess of the regular 140,000.

A change in rates for *Madame* will be made January 1, but to all advertisers who sent copy for the September issue was accorded the privilege of reserving any amount of advertising space at the present rate to be used during 1906.

For the sake of the better acquaintance that will result, *Country Life in America* has established a service department which will give readers information concerning the building and equipment of country homes, aiding in the selection of materials, etc.

The *Metropolitan* shows, in a beautiful insert in its August issue, how its multicolor covers are printed. A description of the process by which the plates are made is given, with miniature prints showing the red, blue and yellow plate, the black plate and the various printings.

An interesting article of the "American invasion" type appeared in the *Independent* of July 6—"The Americanization of Paris." The French capital now has an American candy store, an American shoe store, an office of the Equitable Life, and branches of the Yost typewriter, Tiffany's, American Express Co., Brentano's, etc., with American dentists, trolley cars and other modern conveniences from Yankeeedom.

"Recently," says Caspar Whitney, "a prominent literary review periodical published a compendium of the notable magazine articles of that month, with a total of 178 subjects divided among 26 magazines. If this total were equally divided among the 26 magazines, it would mean that every one of the 26 had 7 articles worth recording—but the literal fact is that *Outing* was credited with 15, or more than twice its theoretical share, and with actually 6 more than the periodical second on the list."

*Public Opinion's* subscription price will be reduced from \$4 to \$3 on September 1, a result of a large increase in circulation the past six months. The publishers state that they are now printing twice as many copies as were ever printed before in the history of the magazine, so that cost of production has come down. The newsstand price remains at ten cents. *Public Opinion's* original articles give it a distinctive place among the reviews. This fall the review department is to be increased in size.

*Frank Leslie's Popular Monthly*, and which is now *Leslie's Monthly Magazine*, will appear under the new title of the *American Illustrated Magazine*. The question is, will the reading public accept the change of name? Some years ago the *American Review of Reviews* took unto itself the title of the *American Monthly*, and has printed that title on its cover ever since. Yet people could not be induced to accept the change, and nobody ever speaks of the magazine as anything but the *Review of Reviews*. The Leslie peri-

odical itself had a similar experience when it tried to modify its early name. To this day communications from all over the country are addressed to *Frank Leslie's Popular Monthly*. On the other hand, the *Ladies' Home Journal* and *The Outlook* succeeded where the *Review* failed. When the *Outlook* publication ceased to be the *Christian Union* and took its new name it achieved almost immediate success. The word "American" has not been used much in connection with our magazines. There was an *American Magazine* established in the eighteenth century. It lived for two years. Later Noah Webster revived it and it had two years more of existence.—*Bookman*.

The July issue of the *Business Man's Magazine* and *Bookkeeper* begins that journal's eighteenth year. In observance of the anniversary Editor Beach says: "Eighteen years ago business was not a profession as it is to-day. Some people considered it a misfortune to be in a business. Others considered it a disgrace. Eighteen years have changed all that. To-day business is as truly a profession as law, medicine or teaching. We are proud of the fact that we helped to bring about this condition—that we were among the first to give the profession of business its distinctive literature without which no art, science or profession can hope to make permanent progress. When this magazine made its first appearance before the world it was modest and retiring, but it was far from being an incubator infant. During our first year, but a small audience greeted our monthly appearance. To-day we have more readers than any five similar publications together—and probably five times as many readers as has our nearest competitor. This issue goes to subscribers in every civilized country on the globe—and some whose civilization may be open to more or less question. Originally, the magazine was addressed to our old and tried friend the bookkeeper, because he was the only professional business man in existence. He only, in the business world, strove to reduce business to an exact science. In course of time the bookkeeper became cashier, manager, proprietor. Step by step he made sure progress, basing his progression on the old solid foundation of professional knowledge—and we helped. In changing our name to 'The Business Man's Magazine' we are far from forgetting our old friend the bookkeeper. Eighteen years ago the bookkeeper was a business man, just as he is to-day, but to-day he is a business man in the broadest sense of the word. His post has far less of drudgery and far more of dignity—and we have helped to bring that about also."

An amusing skit, "The Stunt of the News Stand," in the *August Reader Magazine*, by Frank Crane, takes off the style of well-known magazines, showing how the world-old story of Jack and Jill would probably be

handled by the *Strand*, *Atlantic Monthly*, *Sunday School Advocate*, *Hearst's papers*, *New England Magazine*, *Black Cat*, *Smart Set*, *Ladies' Home Journal*, *Outlook*, *Overland Monthly*, the *Boys' Own Paper* and the advertising department. As the last-named views it, the story ought to be handled thus: "The accompanying illustration represents Mr. and Mrs. Jack N. Jill, of 36 Pawpaw street, Kalamazoo, Mich. Mrs. Jill writes: 'Dear Doctor Hoofstettler: I cannot be grateful enough to you for the happiness you have brought into our once clouded home by your Specific and your Green Tablets. My first husband was a fireman in Company Six, and last year him and me had a most deplorable time. I must tell you about it. A fire alarm had sounded, and my husband had to run at once. According to the rules a fireman is required to drop everything at the sound of the alarm. So he dropped the baby he was holding and the poor thing fell into the grate and was badly burnt. I immediately applied your Specific, as per directions, and the child almost froze to death. As my husband did not return, I got worried and went to find out if he was hurt. Arrived at the fire, I found my man battling bravely with the flames. He was in the act of going up the hill to get a pail of water. I went with him, as I think every woman's place is by her husband's side. We got the water and started down the hill, when my husband slipped and fell plumb to the bottom of the hill. It was a great shock to my nerves, which are not strong, and I fell also. My husband was instantly killed. I took two of your Green Tablets every other day, and in six months I got another husband. I write this testimonial entirely unsolicited, and simply in the interest of suffering womanhood. To all women I would say, 'Just write to Doctor Hoofstettler and describe your symptoms.' This world can never sufficiently reward you for the good you are doing with your Specific and Green Tablets,' etc., etc."

THE Indianapolis Composite Brick Co., 905 State Life Building, Indianapolis, is sending out a folder consisting of fac-simile reproductions of letters received from architects and builders, who testify to the merits of the bricks manufactured by the company. The testimony of a disinterested person is always impressive, but the value of the folder would have been enhanced if the advertisers had prefaced the fac-simile letters with a plain statement of their own concerning their business. What others say of us is useful to back up what we say of ourselves, but the advertiser ought first to tell his own story before summoning witnesses to corroborate him.

The catalogue of the Murphy Chain Co., Detroit, is notable for clear, plain printing that shows goods. An array of newspaper electrotypes for retailers is a feature, together with a diagram for ordering repairs.

## FORTY YEARS AN EDITOR.

At the Alabama State convention of newspaper editors in Coden, Ala., July 21-22, a loving cup and silver service were presented to Major W. W. Screws, editor-in-chief of the *Montgomery Advertiser*, in recognition of his forty years' service on that paper. The former was the gift of the *Advertiser's* staff and the latter of the National Editorial Association, of which he is ex-president. The *Advertiser* was established in 1828. After the destructive period of the Civil War Major Screws took hold of it as an insignificant property and has built it up into one of the foremost newspapers of the South. Victor Hanson, advertising manager of the *Advertiser*, addressed the convention on "Foreign Advertising." Mr. Hanson discussed the subject from the view-point of a successful business man. He said that the proposition to pool interests and open a central office, which had been advanced, was a thoroughly practical idea. He urged the editors to know the cost of their space as a merchant knows his goods. If foreign advertising was handled for all of the Alabama weeklies through a central agency the paper would dictate to the advertisers, instead of the advertisers dictating to the newspapers. An expert advertising man to, manage the business would easily earn \$5,000 a year, but he would be worth it. He suggested adopting a basic rate scaled on the circulation of each newspaper. Mr. Hanson answered many questions. He said that during his connection with the *Advertiser* he had raised its advertising rates four times and the paper was to-day receiving the highest rate per thousand for its circulation of any newspaper in the Southern States. This, he said, was due to the high character of the newspaper and the character of its readers. The paper, he said, had an invariable rate and did not vary from it. As the result of this address the convention adopted a plan to pool all the for-

ign business of weekly papers in the State under control of a central office. Charles H. Greer, of Marion, was elected president; R. E. L. Niel, Selma, first vice-president; H. S. Doster, Prattville, second vice-president; S. H. Morris, Fayette, treasurer, and Jacob Pepperman, Montgomery, secretary.

## A LIFE INSURANCE CAMPAIGN.

Not only does advertising create a demand for insurance, but, if properly followed up, systematizes the work of an agency force as nothing else will.

Purchase one thousand inches of space from the paper to be used in ninety days. Select that policy that will appeal to the most people in that district and hammer on that alone. On the day the first ad appears in the paper, mail a letter to every name on your list, calling attention to this same policy. Every three weeks thereafter mail them a new letter on the same subject, until five letters have been sent. As soon as a reply has been received, turn it over to the "closer" and see to it that he sees the party at once; a delay of two or three days will soon lose the case.

As soon as the field is thoroughly fertilized, say after the second letter has been mailed, turn the list of names over to the "closer" and his assistants. Every person on the list must be interviewed, whether they have replied or not. All the interviews should be recorded on cards, and all cases not closed should be filed away for future reference. As soon as the district has been thoroughly covered, open up another. A working force of four men, or better, three men and a woman, should cover four towns in a year. You will then have the names and considerable data about every resident in the districts covered. Every resident will know more about the company than they did before and it will be hard for another company to do any amount of business in that field.

Some will say: "Why use the papers? The letters do the work." I have tried the letters alone, and the letters and papers, and found the latter method to pay far better. The letters appeal personally once every three weeks; the papers remind them of the matter every day.—B. A. Bertrand, in *Salesmanship*, Meadville, Pa.

## Lincoln Freie Presse

GERMAN WEEKLY,

LINCOLN, NEB.

Takes the place of 280 County weeklies at 1-10 the cost. Great saving in book keeping, postage and electros. Rate, 35 cents.

Actual average circulation 152,062.

## MANUFACTURERS' OUT- LET STORES.

A NEW APPLICATION OF THE CO-OPERATIVE IDEA. FOURTEEN INDEPENDENT MEN'S FURNISHING STORES THAT SAVE MONEY BY BUNCHING THEIR ORDERS.

Maurice S. Keller, a haberdasher doing business at 749 Broadway, New York, advertises his establishment as a "Manufacturers' Outlet Store." To a PRINTERS' INK reporter who inquired: What is a Manufacturers' Outlet Store? Mr. Keller told the following story.

"All stores handling manufactured goods are in a sense manufacturers' outlet stores, but as applied to this store the words mean that it is one of a combination of retail stores handling men's furnishings, banded together for the purpose of purchasing goods directly from the manufacturers, thus eliminating the jobber's profit. There are fourteen of us in the combination, four stores in New York State, two in Pennsylvania and one each in Maryland, Ohio, Kentucky, Illinois, Iowa, Colorado, Louisiana and California. I have been working for a long time to bring this combination, and now that we are fairly started, and the advantages of co-operation are evident, I expect new links will be added to the chain of stores until there is a Manufacturers' Outlet Store in every important city in the country. One store in a city is the limit. If the good things we get hold of should be handed out to everybody there wouldn't be any advantage in belonging to the combination.

"No, we are not a Trust. We don't control anything except our own individual stores. Each man is the boss of his own business and has no connection or interest in any of the other stores. The combination is simply for the purpose of enabling us to purchase more cheaply, and if we purchase more cheaply we can, of course, sell more cheaply. I haven't a word to say against the jobber except that he has outlived his usefulness. When this

country was a new country, and lack of railroads made communication between the manufacturer and the retailer difficult, the jobber was a necessity. He was a sort of local agent for the manufacturer. He bought in big quantities, discounted his bills, and handed out the goods to the retailer in small quantities as the latter needed them. He never wanted his money inside of sixty or ninety days, and if he didn't get it then he didn't make much of a fuss about it. He was a good thing for the manufacturer, because he bought big and paid promptly, and he was a good thing for the retailer because he was close at hand, would supply anything needed in any quantity; and best of all, because he would wait for his money. But the jobber was, and is, a tax on the business—a necessary tax at one time, an unnecessary tax under present conditions. The tendency of modern business methods is to eliminate the middleman. That's the secret of the success of the big department stores. They have given us retailers some pretty hard knocks but they have taught us a lesson. The department store goes straight to the manufacturer, places a big order—as big an order as the jobber could give—and takes the cash discount. There isn't any use in howling against the department store for doing business in a businesslike way—the way to meet its competition is to be as businesslike yourself. The object of our combination of Manufacturers' Outlet Stores is to enable the haberdashers in the combination to purchase from the manufacturers on terms as advantageous as the biggest department store can secure. If we purchase as cheaply we can sell as cheaply, and prices being equal ninety-nine men out of a hundred will shop in a straight out-and-out men's furnishing store, instead of chasing around a department store trying to find the particular counter where the article they are in search of is sold.

"Let me give you an idea of how our combination works. The

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other day a manufacturer sent me samples of some underwear that he wanted to close out. The quantity was too big for me to handle alone, but with thirteen other stores buying with me it was easy. We took the lot at \$7 a dozen. The same underwear bought of a jobber would have cost us \$8.75 a dozen. On some purchases we have saved more than that, sometimes less, but taking one lot with another our stores, by bunching their orders, are able to buy for about twenty per cent less than what the same goods would cost us if we sent our orders separately to a jobbing house.

"Co-operation—that's the whole secret of our plan. What none of us could do alone we can do by working together. The manufacturer who has, say, five thousand dozen collars on hand that he wants to close out wouldn't come to me if I was buying for my own store only. He knows that five hundred dozen is about my size. But with thirteen other stores buying with me five thousand dozen collars is not too many. With our combination of fourteen stores we can handle lots as big as any single department store would care to buy, and as other stores come into the combination we will be in a position to purchase in even larger quantities. We want to work with the manufacturer, to, furnish an outlet for his products, hence the name—Manufacturers' Outlet Stores.

"Mr. Keller acts as buyer for all of the fourteen stores. That (he explains) is because my store happens to be located in New York, and New York is the market to which the manufacturer with a big lot of goods to be disposed of comes. I don't buy everything that each of our fourteen stores sells, you understand. As I explained before each of us in the combination is boss of his own store. What I do is to keep my eyes open for bargain lots, and put in a bid for them on behalf of our combination. If the lot of goods offered is some standard product, something that every

haberdasher is familiar with, I can communicate with each of our stores by wire and get an answer the same day. If the goods are not standard I send samples to each store, in which case a longer time is required before I can give a definite answer. As a rule, however, I can give a definite answer in forty-eight hours. Seven of our stores—an even half of them—are located in the States of New York, Pennsylvania and Maryland, and I can get samples to these in twenty-four hours. Unless the lot offered is an unusually big one the replies from these seven stores show me whether we can handle the goods offered or not, so the manufacturer who does business with us can rely on a prompt answer."

"How about pay?" I asked.

"Prompt pay, too," said Mr. Keller. "We buy for cash. The big stores in the combination put up the money. Any store in the combination that pays cash gets the cash discount, but if two or three of our stores want time they get their share of the goods at the bargain price less the cash discount, and the discount is divided among the stores that put up the money."



Among the total number of four hundred and twenty-two publications devoted to agriculture, live stock and dairy listed in the 1905 issue of Rowell's American Newspaper Directory only two are members of the so-called Star Galaxy. The two papers so distinguished are the Minneapolis, Minn., *Farm, Stock and Home*, and the Racine, Wis., *Wisconsin Agriculturist*.

### TRADEMARKING A RELIGIOUS LIST.

In the past two years the fifteen official publications of the Methodist Church have been widely advertised under this familiar trademark:



Not only has this grouping under a distinctive symbol increased their advertising patronage, but their standing as well, together with the standing of other religious papers.

"Publishers in the religious field generally say that our trademark and advertising have done more to call attention to good religious publications than any other effort to acquaint advertisers with the denominational press," said Mr. Dunn recently, at his Chicago office, 57 Washington street. "I drew this trademark in the form of the silhouette of a steeple first and used it awhile, but something seemed lacking. Then one afternoon I added the two circles, drawing the inner one around a half dollar and the outer around a silver dollar, putting in the title, and the trick was done. We have spent a great deal of money in the past two years advertising this symbol and the papers in advertising journals, and just now a list of 2,000 general advertisers is being circularized regularly with mailing cards, folders and other literature. An eight-page business periodical known as *The Methodists* is also sent out at irregular intervals, and in it we endeavor to show the importance of our denomination as a body.

"Methodists constitute the largest Protestant denomination in this country, including over six million people, or one-fifteenth the entire population of the United States. One church out of every five the country over is a Methodist Church, and no denomination is richer. Last year they added 785 new churches, 107,739 new communicants and 414 new

ministers. Less than 30,000,000 people in this country constitute the actual church membership of all denominations, so that one church member in every five is a Methodist. Our fifteen publications reach this clientele, but before the trademark was adopted they did not appeal to advertisers as a group. By its use we have enforced the fact that one order, one electrotype and one key number make the advertising proposition simple, and that for three-eighths of a cent per line per thousand circulation the general advertiser talks to this denomination as a whole. Seventy-five per cent of our circulation is in places of less than 15,000 population, and all is home circulation—there are no newsstand sales.

"In advertising the list I have made the point that Methodists are just plain people, and ask for patronage on only the strictest business basis. Our combined circulation is larger than that of any publication of as good character, denominational or undenominational. The *Epworth Herald*, for example, has 146,000 subscribers—the largest subscription list of any denominational publication in the world. We keep our papers clean and honest. When the trademark was adopted we threw out more than \$30,000 worth of medical advertising, running our profit down enormously, but it has all come back again in high-class advertising. Not all medical advertising is refused. We run Pond's Extract, California Fig Syrup, Allcock's Plasters, Ayer's and similar preparations. But we refuse advertising in which the advertiser guarantees a cure, and where the remedy is questionable. We have now more contracts for school advertising than at any other time in our history, and publicity has brought us a clean line of general business, such as is placed wholly on known results. The Washburn-Crosby Company have taken sixty pages, and out of eight religious papers represented on their lists we have five.

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relied largely on Methodist statistics, studying the people who make up our denomination so that I know what they will buy and how they should be approached. Advertising in the best religious journals is relied upon more fully, I believe, than that in many secular papers. If a Methodist saw an advertisement in the *Christian Advocate* he would be inclined to put more dependence upon its honesty than if it were in a publication not connected with his church. Then I have made a point of indicating definite articles than can be advertised in our list to advantage. Take books, for instance. For years the Methodist Church has owned a successful book publishing business, selling both to its own people and generally. In 1903 the Eastern and Western book houses published 707,000 volumes, or an average of 1,853 per day, and the present output is larger. The *Review of Reviews*, *Saturday Evening Post*, *Youth's Companion*, *Beacon*, *Lights of History*, *Science Library*, *Warner Library* and other publishing houses have realized remarkable results from our list. Other commodities have been taken up in similar fashion, and the value of the list for advertising them proved by statistics. Such advertising for a publisher is suggestive, and produces good results."

"The Methodists" includes four quarterlies, *Senior Lesson Quarterly*, *Intermediate Lesson Quarterly*, *Illustrated Quarterly* and *Home Department Quarterly*, the monthly *Sunday School Journal*, two German weeklies, *Christliche Apologete* and *Haus und Herd*, and eight weekly journals, *Epworth Herald*, *Christian Advocate*, *Western Christian Advocate*, *Northwestern Christian Advocate*, *Central Christian Advocate*, *California Christian Advocate*, *Pacific Christian Advocate* and *Classmate*.

#### THE GAS COMPANY STARTS A MAGAZINE.

*Gas Logic* is a new business periodical issued by the Consoli-

dated Gas Company of New York. Containing thirty-two pages of handy size, it tells a good deal about the cleanliness and economy of gas, but more about methods of using it and how to avoid large bills and little troubles. Technical suggestions are interspersed with gas stories, gas pictures, gas puzzles and similar features, including a department of cooking recipes. Emphasis is laid on the fact that all difficulties should be referred to the company, and the endeavor throughout is to show consumers and prospects that the gas corporation is not as bad as it is popularly supposed to be. *Gas Logic* bears the imprint of the George Ethridge Company, New York.

#### ABOUT EXPORT TRADE.

"Export Experience" is a booklet from *Peck's Buyers' Index*, 110 Broad street, New York, designed to acquaint American manufacturers who have never entered foreign trade with some of the methods and conditions therein. It is compiled by J. D. Morrison, who has had considerable experience in the subject he deals with, and covers practical points such as cataloging, the manufacturer's representation abroad, the export agent, the New York commission house, advertising, territory, follow-up, direct dealing, etc.

#### USING A CRAZE AS AN ADVERTISING MEDIUM.

Thousands of persons are now collecting cigar-bands for the purpose of making the gay little ash-receivers generally seen everywhere. The Waldorf-Astoria Cigar Company, which has numerous retail stores throughout New York City, has turned this fad to advertising account, sending free to anyone who writes to its general office at 1 West 42nd street, New York, a packet containing twenty-five bands of beautiful designs. These bands, of course, are those identified with the company's own brands, and that is where the advertising comes in.

# A Roll of Honor

(THIRD YEAR.)

No amount of money can buy a place in this list for a paper not having the requisite qualification.

Advertisements under this caption are accepted from publishers who, according to the 1905 issue of Rowell's American Newspaper Directory, have submitted for that edition of the Directory a detailed circulation statement, duly signed and dated, also from publishers who for some reason failed to obtain a figure rating in the 1905 Directory, but have since supplied detailed circulation statement as described above, covering a period of twelve months prior to the date of making the statement, such statement being available for use in the 1906 issue of the American Newspaper Directory. Circulation figures in the ROLL OF HONOR of the last named character are marked with an (\*).

These are generally regarded the publishers who believe that an advertiser has a right to know what he pays his hard cash for.

Announcements under this classification, if entitled as above, cost 20 cents per line (two lines are the smallest advertisement taken) under a YEARLY contract, \$20.80 for a full year, 10 per cent discount if paid wholly in advance. Weekly, monthly or quarterly corrections to date showing increase of circulation can be made, provided the publisher sends a statement in detail, properly signed and dated, covering the additional period, in accordance with the rules of the American Newspaper Directory.

## ALABAMA.

Athens, Limestone Democrat, weekly. R. H. Walker, pub. Actual aver. first 5 mos. 1905, 1,032

## ARIZONA.

Phoenix, Republican. Daily average for 1904, 6,629. Chas. T. Logan Special Agent, N. Y.

## ARKANSAS.

Fort Smith, Times, daily. In 1903 no issue less than 2,750. Actual average for October, November and December, 1904, 5,646.

## CALIFORNIA.

Fresno, Evening Democrat. Average April, 5,195. Williams & Lawrence, N. Y. & Chicago.

Mountain View, Signs of the Times. Actual weekly average for 1904, 27,108.

San Francisco, Call, d'y and S'y. J. D. Spreckels. Actual daily average for year ending June, 1905, 62,451; Sunday, 88,558.

San Jose, Morning Mercury and Evening Herald. Average 1904, 10,575.

San Jose, Town and Country Journal, mo. W. G. Bohannon Co. Average 1904, 9,125. May, June and July, 1905, 20,000.

## COLORADO.

Denver, Clay's Review; weekly; Perry A. Clay. Actual average for 1904, 10,926.

Denver, Post, daily. Post Printing and Publishing Co. Average for 1904, 44,577. Average for June, 1905, 46,055. Gain, 1,478.

The absolute correctness of the latest circulation rating accorded the Denver Post is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.



## CONNECTICUT.

Meriden, Journal, evening. Actual average for 1904, 7,649.

Meriden, Morning Record and Republican. daily average for 1904, 7,559.

New Haven, Evening Register, daily. Actual av. for 1904, 18,612; Sunday, 11,107.

New London, Day, ev'g. Aver. 1904, 5,855. First 3 mos. 1905, 6,055. E. Katz, Spec. Ad. Agt., N. Y.

Norwalk, Evening Hour. Daily average year ending Dec., 1904, 5,217. April circ., as certified by Ass'n Am. Adv'rs. all returns deducted, 2,869.

Norwich, Bulletin, morning. Average for 1903, 4,988; for 1904, 5,550; none, 6,138.

Waterbury, Republican, d'y. Aver. for 1904, 5,770. La Coste & Maxwell Spec. Agents, N. Y.

## DELAWARE.

Wilmington, Every Evening. Average guaranteed circulation for 1904, 11,460.

Wilmington, Morning News. Only morning paper in State. Three mos. end, Dec., 1904, 10,074.

## DISTRICT OF COLUMBIA.

Washington, Evening Star, daily and Sunday. Daily average for 1904, 55,502 (©©).

## GEORGIA.

Atlanta, Journal, d'y. Av. 1904, 48,653. May, 1905, 46,544. Sy. 46,820. Semi-weekly 55,958.

Atlanta, News. Actual daily average 1904, 24,220. S. C. Beckwith. Sp. Agt., N. Y. & Chi.

Atlanta, The Southern Ruralist. Sworn average first six months 1905, 62,855 copies monthly.

Augusta, Chronicle. Only morning paper 1904 average, daily 5,461; Sunday 7,480.

Nashville, Herald. Average for March, April and May, 1,875. Richest average in So. Georgia.

## IDAHO.

Boise, Evening Capital News. Daily average 1904, 2,296; average February, 1905, 4,580. Actual circulation March 1, 1905, 4,515.

## ILLINOIS.

Bunker Hill, Gazette-News, weekly. Average first 3 mos. 1905, 1,621. All home print.

Calro. Bulletin. Daily and Sunday average 1904, 1,945, April, 1905, 2,220.

Calro. Citizen. Daily Average 1904, 1,196, weekly, 1,127.

Champaign, News. First 3 mos. 1905, no issue of daily less than 2,800; weekly, 5,500.

Chicago, Bakers' Helper, monthly (\$2.00). Bakers' Helper Co. Average for 1904, 4,100 (©©)

Chicago, Farmers' Voice and National Rural. Actual average, 1904, 25,052.

Chicago, Gregg Writer, monthly. Shorthand and Typewriting. Actual average 1904, 12,750.

Chicago, Inland Printer. Actual average circulation for 1904, 18,812 (©©).

Kewanee, Star-Courier. Av. for 1904, daily 3,290, w'y. 1,275. Daily, last 4 mos. '05, 5,502.

Peoria, Evening Journal, daily and Sunday. Sworn daily average for 1904, 13,525.

**Chicago, Record-Herald.** Average 1904, daily 145,761, Sunday 199,400. Average first four mos. 1905, daily 148,928, Sunday 208,501.

**★ The absolute correctness of the latest circulation rating accorded the Chicago Record-Herald is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

**Peoria, Star,** evenings and Sunday morning. Actual average for 1904, d'y 21,528, S'y 9,957.

## INDIANA.

**Evanville, Courier,** daily and S. Courier Co., pub. Act. av. '05, 12,615 (24). Sworn at. '04, 12,684. *Smith Thompson, Sp. Rep., N.Y. & Chicago.*

**Indianapolis, Star.** Aver. net sales 1904 (all returns and unsold copies deducted), 88,274.

**Marion, Leader,** daily. W. B. Westlake, pub. Actual average for year 1904, 5,685.

**Muncie, Star.** Average net sales 1904 (all returns and unsold copies deducted), 28,781.

**Notre Dame, The Ave Maria,** Catholic weekly. Actual net average for 1904, 25,815.

**Richmond, Sun-Telegram.** Sworn at. 1904, d'y, 2,761.

**South Bend, Tribune.** Sworn daily average 1904, 6,589. Sworn aver. for June, '05, 7,551.

**Terre Haute, Star.** Ar. net sales 1904 (all returns and unsold copies deducted), 21,285.

## INDIAN TERRITORY.

**Ardmore, Ardmoreite,** daily and weekly. Average for 1904, d'y, 2,068; w'y., 5,291.

## IOWA.

**Davenport, Democrat and Leader.** Largest year. city circ'n. Sworn aver. June, 1905, 7,482.

**Davenport, Times.** Daily aver. 1904, 9,295. Daily aver. June, 1905, 10,570. Cir. guar. greater than all other Davenport dailies combined.

**Des Moines, Capital,** daily. Lafayette Young, publisher. Actual average sold 1904, 36,855. Present circulation over 59,000.

City circulation guaranteed largest in Des Moines. Carries more department store advertising than all other papers combined. Carries more advertising in six issues a week than any competitor in seven.

**Des Moines, Wallace's Farmer,** w'y. Est. 1879. Actual average for 1904, 56,811.

**Keokuk, Ga'e City,** Daily av. 1904, 8,145; daily six months, 1905, 8,298.

**Sioux City, Journal,** daily. Average for 1904, sworn, 21,784. Av. for June, 1905, 24,777. Prints most news and most foreign and local advertising. Read in 90 per cent of the homes in city.

**Sioux City, Tribune,** Evening. Net sworn daily, average 1904, 30,674; May, 1905, 24,295. The paper of largest circulation and advertising patronage. Ninety per cent of Sioux City's reading public reads the Tribune.

**★ The absolute correctness of the latest circulation rating accorded the Tribune is guaranteed by the publishers of Rowell's American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy. Only Iowa paper that has the Guaranteed Star.**

## KENTUCKY.

**Harrodsburg, Democrat.** Best w'y.; best sec. Ky.; best results to adv. Froven av. cir. 5,552.

**Paducah, Journal of Labor,** official organ, International Union Shipwrights, Joiners and Carpenters of America and Central Labor Unions. Paducah, Ky., and Cairo, Ill.

**Paducah, News-Democrat.** Daily net av. 1905, 2,904. Fourteenth Dec. 31, 1904, 5,005.

**Paducah, The Sun.** Average for April, 1905, 5,626.

## LOUISIANA.

**New Orleans, Item,** official journal of the city. Av. cir. first six months 1905, 22,280.

**New Orleans, The Southern Buck,** official organ of Kludom in La. and Miss. Ar. '04, 4,816.

## MAINE.

**Augusta, Comfort,** mo. W. H. Gannett, pub. Actual average for 1904, 1,269,641.

**Bangor, Commercial.** Average for 1904, daily 8,991, weekly 28,857.

**Dover, Piscataquis Observer.** Actual weekly average 1904, 1,918.

**Leviston, Evening Journal,** daily. Aver. for 1904, 7,524 (C), weekly 17,450 (C).

**Phillips, Maine Woods and Woodman,** weekly. J. W. Brackett Co. Average for 1904, 8,180.

**Portland, Evening Express.** Average for 1904, daily 12,166. Sunday Telegram, 8,476.

## MASSACHUSETTS.

**Boston, Evening Transcript** (C)(412). Boston's tea table paper. Largest amount of week day adv.

**Boston, Globe.** Aver. to July 1, 1905, daily, 198,075. Sunday, 205,588. "Largest Circulation Daily of any two cent paper in the United States. 100,000 more circulation than any other Sunday paper in New England." Advertisements go in morning and afternoon editions for one price.

**★ The absolute correctness of the latest circulation rating accorded the Boston Globe is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

## JULY, 1905.

	DAILY.	SUNDAY.
1	187,189	
2		298,265
3	187,803	
4	Holiday	
5	208,867	
6	186,845	
7	187,278	
8	186,324	
9		298,026
10	186,689	
11	185,389	
12	185,136	
13	185,453	
14	185,468	
15	185,607	
16		298,863
17	185,893	
18	183,514	
19	184,231	
20	184,040	
21	186,377	
22	186,210	
23		296,706
24	184,948	
25	182,425	
26	184,665	
27	184,410	
28	185,278	
29	186,310	
30		298,114
31	187,240	
Totals	4,680,569	1,489,974

**Daily Average, - 186,422**  
**Sunday Average, 297,994**

Perfect copies printed for sale.

CHAS. H. TAYLOR, Jr.,

Business Manager.

August 1, 1905.

**Boston Traveler.** Est. 1824. Actual daily av. 1902, 75,552. In 1903, 76,666. For 1904, average daily circulation, 81,655 copies.  
Reps.: Smith & Thompson, N.Y. and Chicago.

**Boston Post.** Average for 1903, daily, 178,508; for 1904, 211,221. **Boston Sunday Post,** average for 1903, 160,421; for 1904, 177,604. Largest daily circulation for 1904 in all New England, whether morning or evening, or morning and evening editions combined. Second largest Sunday circulation in New England. Daily rate, 2 cents per quote line, flat, run-of-paper; Sunday rate, 18 cents per line. The best advertising propositions in New England.

**Fall River News.** Largest circ'n. Daily av. '04, 6,353; Robt. Toms, Rep., 110 Nassau St., N.Y.

**Springfield.** Good Housekeeping, mo. Average first 6 mos. 1905, 208,420. No issue less than 200,000. All advertisements guaranteed.

**Worcester Evening Post,** daily. Worcester Post Co. Average for 1904, 12,617.

**Worcester, L'Opinion Publique,** daily (60) Paid average for 1904, 4,752.

### MARYLAND.

**Baltimore News,** daily. Evening News Publishing Company. Average 1904, 55,754. For July, 1905, 58,276.

The absolute correctness of the latest circulation rating accorded the News is guaranteed by the publishers of *Bonell's American Newspaper Directory*, who will pay one hundred dollars to the first person who successfully contradicts its accuracy.

### MICHIGAN.

**Grand Rapids Evening Press** daily. Average 1904, 44,807. Average 6 mos. 1905, 46,087.

**Grand Rapids Herald.** Average daily issue last six months of 1904, 28,661. Only morning and only Sunday paper in its field. Grand Rapids (pop. 100,000) and Western Michigan (pop. 750,000).

**Jackson Press and Patriot.** Actual daily average for 1904, 6,605. Av. July, 1905, 7,508.

**Kalamazoo Evening Telegraph.** First 6 mos. 1905, dy. 10,128, June, 10,174, s.e. 9,683.

**Kalamazoo Gazette.** d'y. Yr. end'g May, '05, 10,805; May, 11,087. Largest circ'n by 4,500.

**Saginaw Courier Herald,** daily, Sunday. Average 1904, 10,253; June, 1905, 12,749.

**Saginaw Evening News,** daily. Average for 1904, 14,516. June, 1905, 17,544.

**Sault Ste. Marie Evening News,** daily. Average, 1904, 4,312. Only daily in the two Soos.

### MINNESOTA.

**Minneapolis Tribune.** W. J. Murphy, pub. Est. 1867. Oldest Minneapolis daily. 1904, d'yly average, 87,927; last quarter of 1904 was 92,222; Sunday 71,221. Daily average for April, 1905, was 92,523 net Sunday, 75,323.

**CIRCULAT'N** The Evening Tribune is guaranteed to have a larger circulation than any other Minneapolis newspaper's evening edition. The carrier-delivery of the daily Tribune in Minneapolis is many thousands greater than that of any other newspaper. The city circulation by Am. News alone exceeds 40,000 daily. The Tribune is the recognized paper directory. Want Ad paper of Minneapolis.

**Minneapolis Journal,** daily. Journal Printing Co. Av. for 1903, 57,039; 1904, 64,555; first 6 mos. 1905, 67,549; June, 1905, 67,075.

The absolute accuracy of the Journal's circulation ratings is guaranteed by the American Newspaper Directory. It reaches a greater number of the purchasing classes and goes into more homes than any paper in its field. It brings results.

**Minneapolis Svenska Amerikanska Posten.** Swan J. Turnblad, pub. 1904, 52,065.

**Minneapolis Farmers' Tribune,** twice a week. W. J. Murphy, pub. Av. for 1904, 56,514.

# THE BOSTON POST

Circulation of *The Daily Post* and *The Sunday Post* Day by Day, for the Month of July, 1905:

JULY.	SUNDAY.	DAILY.
1.....		232,820
2.....	188,330	
3.....		236,420
4.....		242,850
5.....		237,790
6.....		235,840
7.....		233,660
8.....		235,230
9.....	187,750	
10.....		234,720
11.....		235,110
12.....		234,250
13.....		235,560
14.....		255,280
15.....		233,070
16.....	186,000	
17.....		235,340
18.....		235,580
19.....		236,200
20.....		236,880
21.....		234,700
22.....		236,770
23.....	184,910	
24.....		238,520
25.....		237,800
26.....		238,400
27.....		237,690
28.....		238,640
29.....		237,250
30.....	188,800	
31.....		239,100
Total, Daily Post, }		6,165,500
26 days..... }		
Total, S'day Post, }		985,800
5 days..... }		
DAILY AVERAGE....		237,134
SUNDAY AVERAGE..		187,160

**Minneapolis.** Farm, Stock and Home, semi-monthly. Actual average 1904, 79,750. Actual average first six months 1905, 86,295.



The absolute accuracy of Farm, Stock & Home's circulation rating is guaranteed by the American Newspaper Directory. Circulation is practically confined to the farmers of Minnesota, the Dakotas, Western Wisconsin and Northern Iowa. Use it to reach section most profitably.

**St. Paul.** Dispatch, d'y. Aver. 1904, 58,086. January, 1905, 59,501. **ST. PAUL'S LEADING NEWSPAPER.** W'y aver. 1904, 75,951.

**St. Paul.** The Farmer, s-mo. Rate, 35c. per line, with discounts. Circulation for year ending Dec., 1904, 88,487.

**St. Paul.** Volkszeitung. Actual average 1904, dy. 12,685; w'y. 28,687. Sonntagsblatt 28,640.

## MISSISSIPPI.

**Hattiesburg.** Progress, w'y. Av. d'y circ., y'r end'g Jan., 1905, 2,175. Pop. 14,000, and growing

## MISSOURI.

**Clinton.** Republican. W'y ar. last 6 mos. 1904, 5,540. D'y. est. Apr., '04; ar. last 6 mos. '04, 800.

**Kansas City.** Journal, d'y and w'y. Average for 1904, daily 64,114, weekly 199,590.

**St. Joseph.** News and Press. Circ. 1st 3 mos. 1905, 55,469. Smith & Thompson, East. Rep.

**St. Louis.** National Druggist, mo. Henry H. Strong, Editor and Publisher. Average for 1904, 8,089 (©). Eastern office, 59 Maiden Lane.

**St. Louis.** National Farmer and Stock Grower, monthly. Average for 1903, 48,583; average for 1905, 106,625; average for 1904, 104,750.

## MONTANA.

**Butte.** Inter-Mountain. Sworn average daily circulation 1904, 15,678. Beckwith Sp. Agency.

## NEBRASKA.

# Where Advertising Is Placed in Lincoln, Nebraska.

During the month of June, 1905, THE LINCOLN DAILY STAR carried an average of 47 inches daily more than its nearest competitor. The following is the record, in inches:

**Lincoln Daily Star.**  
Evening and Sunday Morning.  
Seven Papers a Week.

Local.	Foreign.	Legal.	Want Ad.
10,844½	3,284½	181½	2,180½

## Nebraska State Journal.

Every Morning.  
Seven Papers a Week.

Local.	Foreign.	Legal.	Want Ad.
9,988	2,751½	171	2,151

Average per day **Star, 548 inches**  
for 30 days; **JOURNAL, 502 inches**

THE DAILY STAR guarantees advertisers a circulation exceeding **16,000 copies daily**. Its circulation statements are guaranteed by the publishers of the American Newspaper Directory. It is the only daily newspaper published in Nebraska with a guaranteed circulation.

**PAYNE & YOUNG.** Foreign Representatives,  
750 Marquette Bldg., 105 Potter Bldg.,  
Chicago. New York.



**Lincoln.** Daily Star, evening and Sunday morning. Actual daily average for 1904, 15,259. For March, 1905, 16,862. Only Nebraska paper that has the Guarantee Star.

**Lincoln.** Deutsch-Amerikan Farmer, weekly. Average year ending January, 1905, 146,567.

**Lincoln.** Free Press, weekly. Actual average for year ending January, 1905, 149,281.

**Lincoln.** Journal and News. Daily average 1904, 26,588; February, 1905, average, 28,056.

We reach Western business men. Do you want to? **OMAHA COMMERCIAL**, Omaha, Neb.

**Omaha.** Den Danske Pioneer, w'y. Sophus F. Noble Pub. Co. Average for 1904, 81,628.

## NEW HAMPSHIRE.

**Nashua.** Telegraph, d'y. and w'y. Daily aver. for 6 mos. ending April 30th, '05, 5,286.

## NEW JERSEY.

**Camden.** Daily Courier. Est. 1876. Net aver. circulation for 4 mos. end. Dec. 31, 1904, 8,687.

**Jersey City.** Evening Journal. Average for 1904, 21,106. First 6 mos. 1905, 22,555.

**Newark.** Evening News. Evening News Pub. Co. Av. for April, 1905, 61,544.

## NEW YORK.

**Albany.** Evening Journal. Daily average for 1904, 18,328. It's the leading paper.

**Albany.** Times-Union, every evening. Est. 1856. Ar. for '04, 80,487; Jan. Feb. & Mar., '05, 82,594.

**Brooklyn.** Evening Herald, daily. Herald Co. Aver. for year end. June, 1905, 12,289 (©).

**Buffalo.** Courier, morn. Av. 1904, Sunday 79,882; daily 50,940; Enquirer, even., 82,702.

**Buffalo.** Evening News. Daily average 1904, 88,457; 1st six months, 1905, 99,281.

**Catskill.** Recorder, weekly. Harry Hall, editor. Ar. yr. endg. May, '05, 5,718; May, 8,782.

**Corning.** Leader, evening. Average, 1904, 6,388. First quarter 1905, 6,425.

**Cortland.** Democrat, Fridays. Est. 1840. Aver. 1904, 2,296. Only Dem. paper in county.

**Glens Falls.** Morning Star. Average circulation, 1904, daily 2,292.

**Mount Vernon.** Daily Argus. Average 1904, 2,915. Westchester County's leading paper.

**Newburgh.** News, daily. Av. for 1904, 4,722, 5,000 more than all other Newburgh papers combined.

## New York City.

**Army & Navy Journal.** Est. 1865. Actual weekly average for 52 issues, 1904, 9,271 (©). Only Military paper awarded "Gold Marks."

**Baker's Review** monthly. W. R. Gregory Co., publishers. Actual average for 1904, 4,900.

**Bensinger's** magazine, family monthly. Benziger Brothers. Average for 1904, 87,025, present circulation, 50,000.

**Clipper**, weekly (Theatrical). Frank Queen Pub. Co., Ltd. Aver. for 1904, 25,662 (©).

**El Comercio**, mo. Spanish export. J. Shepard Clark Co. Average for 1904, 7,292.

**Gaelic American**, weekly. Actual average for 1904, 8,179; 23 weeks in 1905, 23,150.

**Haberdsasher**, mo. est. 1881. Actual average for 1904, 7,000. Binders' affidavit and Post Office receipts distributed monthly to advertisers.

**Hardware Dealers' Magazine**, monthly. In 1904, average issue, 12,500 (©). D. T. MALLETT, Pub., 253 Broadway.

**Leslie's Weekly.** Actual aver. year end. Aug. 1904, 69,077. Pres. ar. over 85,000 weekly.

**Leslie's Monthly Magazine**, New York. Average circulation for 1904, 245,946. Present average circulation 300,169.

Printers' Ink, a journal for advertisers, published every Wednesday. Established 1888. Actual weekly average for 1903, **11,001**. Actual weekly average for 1904, **14,918**. Actual weekly average for eleven months ending June 28, **15,769** copies.

Music Trade Review, music trade and art weekly. Average for 1904, 5,509.

The People's Home Journal, 525,166 monthly. Good Literature, 452,853 monthly, average circulations for 1904—all to paid-in-advance subscribers. F. M. Lupton, publisher.

Pocket List of Railroad Officials, qly. Rail'r'd & Transp. Av. 1903, 17,992; 1904, 18,547.

The Wall Street Journal, Dow, Jones & Co., publishers. Daily average 1904, 11,085.

The World, Actual aver. for 1904, Morn., 502,855, Evening, 579,755. Sunday, 455,484.

Rochester, Case and Comment, mo. Lat. At. for 1904, \$0.000; 4 years' average, 50,108.

Schenectady, Gazette, daily. A. N. Liech. Actual average for 1903, 11,625; 1904, 12,574.

Syracuse, Evening Herald, daily. Herald Co. pub. Av. 1904, daily 55,648, Sunday 59,161.

Utica, National Electrical Contractor, mo. Average for 1904, 2,625.

Utica, Press, daily. Otto A. Meyer, publisher. Average for 1904, 14,879.

### NORTH CAROLINA.

Charlotte, Observer. North Carolina's foremost newspaper. Actual daily aver. 1904, 6,145; Sunday, 8,408, semi-weekly, 4,496.

Raleigh, Biblical Recorder, weekly. Average 1903, 8,872. Average 1904, 9,706.

### NORTH DAKOTA.

Grand Forks, Herald. Circ. May '05, 6,270. Examination by A. A. June '05. Biggest Daily in North Dakota. LaCoste & Maxwell, N. Y. Rep.

### OHIO.

Akron, Beacon Journal. Average year ending April, 1905, 10,215. N. Y. 225 Temple Court.

Ashland, American Sanomat. Finnish. Actual average for 1904, 10,986.

Cleveland, Plain Dealer. Est. 1841. Actual daily average 1904, 79,440; Sunday 68,198. June, 1905, 87,140 daily; Sunday, 74,799.

Dayton, Herald, evening. Circ., 1904, 18,280. Largest in Dayton, paid at full rates.

Youngstown, Vindicator. D'y ar. '04, 12,030. LaCoste & Maxwell, N. Y. & Chicago.

Zanesville, Signal, daily, reaches S. E. Ohio. Guarantees 5,000. Average for 1904, 5,179.

Zanesville, Times-Recorder. Sworn ar. 1st 2 mos. 1905, 10,535. Guar'd double nearest competitor and 50% in excess combined competitors.

### OREGON.

Portland, Evening Telegram, dy. (ex. Sun.) Average circulation during 1904, 21,271.

Portland, Oregon Daily Journal. Actual average for June, 1905, 28,002.

### PENNSYLVANIA.

Chester, Times, ev'g d'y. Average 1904, 7,929. N. Y. office, 230 B'way. F. R. Northrup, Mgr.

Harrisburg, Telegraph. Dy. sworn av., year end'g June, 12,060; June, 12,756. Best in H'd'g.

## The Philadelphia BULLETIN'S Circulation.

The following statement shows the actual circulation of THE BULLETIN for each day in the month of June, 1905:

1	227,454	16	218,538
2	221,595	17	217,558
3	225,226	18	Sunday
4	Sunday	19	215,959
5	224,504	20	217,666
6	220,275	21	222,410
7	225,549	22	215,302
8	220,374	23	219,210
9	221,315	24	216,513
10	220,331	25	Sunday
11	Sunday	26	222,153
12	217,134	27	218,191
13	221,264	28	220,634
14	221,185	29	220,051
15	218,570	30	218,476

Total for 26 days, 5,724,642 copies.

NET AVERAGE FOR JUNE.

## 220,178 copies per day

The BULLETIN'S circulation figures are net; all damaged, unsold, free and returned copies have been omitted.

WILLIAM L. McLEAN, Publisher.

PHILADELPHIA, July 8, 1905.  
In Philadelphia nearly everybody reads the BULLETIN.

Philadelphia, Confectioners' Journal, mo. Av. 1904, 5,094; av. 1st 6 mos. 1905, 5,420 (©©).

Philadelphia, German Daily Gazette. Average circulation 1904, daily 49,048, Sunday 57,598. Sworn statement. Cir. books open.

Philadelphia, Press is a Gold Mark (©©) Newspaper, a Hall of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any Newspaper to have. Circulation, daily average 1904, 115,242.

## The Evening Telegraph

READ EVERYWHERE IN PHILADELPHIA.

### JUNE CIRCULATION

The following statement shows the actual circulation of THE EVENING TELEGRAPH for each day in the month of June, 1905:

1	165,786	16	164,940
2	167,749	17	169,044
3	169,714	18	Sunday
4	Sunday	19	168,626
5	168,600	20	165,032
6	167,918	21	167,961
7	165,550	22	164,931
8	165,198	23	165,290
9	165,530	24	169,988
10	170,783	25	Sunday
11	Sunday	26	164,944
12	164,525	27	165,527
13	165,810	28	164,964
14	165,246	29	164,125
15	164,777	30	169,034

Total for 26 days 4,234,478 copies.

NET AVERAGE FOR JUNE,

## 166,710 copies per day

BARCLAY H. WARRURTON, President.  
PHILADELPHIA, July 6, 1905.



**Philadelphia.** The Grocery World. Actual average for 1904, 11,764.

**Philadelphia.** Farm Journal, monthly. Wilmer Atkinson Company, publishers. Average for 1904, 595,840. *Printers' Ink* awarded the seventh Sugar Bowl to Farm Journal with this inscription:

"Awarded June 25th, 1905, by 'Printers' Ink,' 'The Little Schoolmaster' in the art of Advertising, to the Farm Journal. After a canvassing of merits extending over a period of half a year, that paper, among all those published in the United States, has been pronounced the one that best serves its purpose as an educator and counselor for the agricultural population, and as an effective and economical medium for communicating with them through its advertising columns."

**Pittsburg.** Labor World, wy. Ar. 1904, 22,618. Reaches best paid class of workmen in U.S.

**Pottsville.** Evening Chronicle, Official county organ. Daily average 1904, 6,757.

**West Chester.** Local News, daily. W. H. Hodgson. Average for 1904, 18,180 (\*).

**Williamsport.** Grit. America's Greatest Weekly. Av. first 3 mos. 1905 285,756. Smith & Thompson, iteps., New York and Chicago

**York.** Dispatch, daily. Average for 1904, 8,974. Enters two-thirds of York homes.

## RHODE ISLAND.

**Pawtucket.** Evening Times. Average for six months ending June 30th, 1905, 16,818.

**Providence.** Daily Journal, 17,290 (©). Sunday, 29,486 (©). Evening Bulletin 27,556 average 1904. Providence Journal Co., pub.

**Westerly.** Can. Geo. H. Utter, pub. Average 1904, 4,450. Only daily in So. Rhode Island.

## SOUTH CAROLINA.

**Charleston.** Evening Post. Actual dy. aver. for first 3 months 1905 4,110. Apr. 4,458.

**Columbia.** State. Actual average for 1904, daily 8,164 copies. (©) per issue; semi-weekly 2,251; Sunday 9,417 (©). Act. aver. for first 4 months of 1905, daily 8,889; Sunday 10,428.

**★ The absolute correctness of the latest circulation rating accorded the Columbia State is guaranteed by the publishers of the American Newspaper Directory, who will pay one hundred dollars to the first person who successfully controverts its accuracy.**

## TENNESSEE.

**Chattanooga.** Crabtree's Weekly Press. Average April and May, 88,082.

**Knoxville.** Journal and Tribune. Daily average year ending Jan. 31, 1905, 15,060 (\*). Weekly average 1904, 14,518.

One of only three papers in the South, and only paper in Tennessee awarded the Guarantee Star. The leader in news, circulation, influence and advertising patronage.

**Knoxville.** Sentinel. Av. '04, 11,482. Led nearest competitor 11,000 in advertising '04, 6 days vs. 7.

**Memphis.** Commercial Appeal, daily. Sunday, weekly. Average 1st 6 mos. 1905, daily 88,781; Sunday, 55,247; weekly, 84,494, (©). Smith & Thompson, Representatives N. Y. & Chicago.

**Nashville.** Banner, daily. Aver. for year 1905 18,772; for 1904, 20,708. Only Nashville daily eligible to Roll of Honor.

## TEXAS.

**Denton.** Record and Chronicle. Daily av. 1904, 816. Weekly av., 2,775. The daily and weekly reach nearly 80 per cent of the tax paying families of Denton county.

**San Angelo.** Standard, weekly. Average for 1904, 2,909.

**El Paso.** Herald. Av. '04, 4,211; May, '05, 5,015. Merchants' canvass showed Herald in 3/4 of El Paso homes. Only El Paso paper eligible to Roll of Honor. J. P. Smart, 150 Nassau St., N. Y.

## VERMONT.

**Barre.** Times, daily. F. E. Langley. Aver. 1904 8,161; for six months, 1905, 8,565.

**Burlington.** Free Press. Daily av. '03, 5,566. '04, 6,682. Largest city and State circulation. Examined by Assoc'n of American Advertisers.

**Burlington.** Daily News, evening. Actual daily average 1904, 6,018; last 6 mos., 6,625; last 3 mos., 7,024; last month, 7,847.

**Rutland.** Herald. Average 1904, 8,597. Average 3 months ending June 1, 1904, 4,151.

## VIRGINIA.

**Norfolk.** Dispatch. 1904, 9,400; 1905, April, 11,090; May, 11,287; June, 11,549.

**Richmond.** News Leader, afternoons. Actual daily average 1904, 24,575 (see American Newspaper Directory). It has no equal in pulling power between Washington and Atlanta.



**Richmond.** Times-Dispatch, morning.

Actual daily average year ending December, 1904, 20,172. High price circulation with no waste or duplication. In ninety per cent of Richmond homes. The State paper.

## WASHINGTON.

**Olympia.** Recorder. Daily av. 1904, 2,240; weekly, 1,465. Only paper with tele. reports.

**Seattle.** Times. Actual aver. circulation Oct., Nov. and Dec., 1904, 27,090 daily, 45,450 Sunday. By far largest daily and Sunday in State.

**Tacoma.** Ledger. Dy. av. 1904, 14,264; Sy., 18,415; w., 9,524. Aver. 4 mos. ending Jan. 31, 1905, Daily, 14,696, Sunday, 19,518.

**Tacoma.** News. Daily average 5 months ending May 31, 16,527. Saturday issue, 17,495.

## WEST VIRGINIA.

**Parkersburg.** Sentinel, daily. R. E. Horner, pub. Average for 1904, 2,320 (1064).

**Wheeling.** News. Daily paid circ., 11,517 (\*). Sunday paid circ., 11,928 (\*). For 12 months up to April 1, 1905. Guarantees a paid circulation equal to any other two Wheeling papers combined.

## WISCONSIN.

**Milwaukee.** Evening Wisconsin, d'y. Av. 1904, 26,201; June, 1905, 26,187 (©).

**Milwaukee.** Journal, daily. Journal Co., pub. Fr. end. June, 1905, 27,886; June, 1905, 41,200.

**Oshkosh.** Northwestern, daily. Average for 1904, 7,251. December, 1904, 7,426.

**Wisconsin Agriculturist.** Racine, Wis., Weekly. Estab. 1877. The only Wisconsin paper whose circulation is guaranteed by the American Newspaper Directory. Actual average for 1903, 88,181; for 1904, 87,254; for year ended March 30, 1905, 88,560. N. Y. Office, Temple Court, W. C. Richardson, Mgr.



## WYOMING.

**Cheyenne.** Tribune. Actual daily average net for first six months of 1905, 4,520.

## BRITISH COLUMBIA.

**Vancouver.** Province, daily. W. C. Nichol, publisher. Average for 1904, 7,426; average for June, 1905, 8,975.

**Victoria.** Colonist, daily. Colonist P. & P. Co. Aver. for 1903, 2,695; for 1904, 4,556 (\*).



**MANITOBA. CAN.**

**Winnipeg.** Free Press, daily and weekly. *Average for 1904, daily, 25,698; weekly, 15,801. Daily, June, 1905, 20,321.*

**Winnipeg.** Der Nordwesten, Western Canada's German newspaper, covers the German speaking population of over 150,000—its exclusive field. *Average for 1904, 11,892; average for 12 months ending April 30, 1905, 12,224.*

**NEW BRUNSWICK. CAN.**

**St. John.** Star. *Actual daily average for October, November, December, 1904, 6,091.*

**NOVA SCOTIA. CAN.**

**Hallifax.** Herald (©) and Evening Mail. *Circulation, 1904, 15,688. Flat rate.*

**ONTARIO. CAN.**

**Toronto.** Canadian Implement and Vehicle Trade, monthly. *Average for 1904, 6,000.*

**Toronto.** Star, daily. *Sworn average circulation for June, 1905, 58,765.*

**Toronto.** Evening Telegram, Daily, *aver- 1904, 31,884. Perry Lukens, Jr., N.Y. R. pr.*

**Toronto.** The News. *Sworn average daily circulation for June, 1905, 29,496. Advertising rate 3½c. flat, run of paper. The largest circulation of any evening paper published in Ontario.*

**QUEBEC. CAN.**

**Montreal.** Herald, daily. *Est. 1808. Actual aver. daily 1904, 28,550; weekly, 18,886.*

**Montreal.** La Presse. La Presse Pub. Co., Ltd., publishers. *Actual average 1904, daily, 30,259; Av. Mar., '05, 35,826. Sat., 115,592.*

**Montreal.** Le Canada. *Actual average 1904—daily, 19,287; weekly, 18,757.*

**Montreal.** Star, dv. & wy. Graham & Co. dv. *for '05, dy. 55,127, wy. 122,269. Av. for 1904, dy. 56,795, wy. 125,240.*

**Sherbrooke.** Daily Record. *Guaranteed av. 1904, 4,917; June, 1905, 6,087.*

The special attention of all publishers who are now represented in the Roll of Honor is invited to the announcement on pages 32 and 33 of this issue of PRINTERS' INK. An inch, or a quarter or a half or a whole page of extra space in the Roll of Honor, for the issue of September 6th, may be had at the usual rates, viz.: twenty cents a line. It is deemed of interest to call your attention to this fact. By sending in copy early it is possible to submit proofs of extra announcements, if desired.



# (◎◎) GOLD MARK PAPERS (◎◎)

Out of a grand total of 23,146 publications listed in the 1905 issue of Rowell's American Newspaper Directory, one hundred and twelve are distinguished from all the others by the so-called gold marks (◎◎), the meaning of which is explained above.

Announcements under this classification, from publications having the gold marks in the Directory, cost 30 cents per line per week, two lines (the smallest advertisement accepted) cost \$30.00 for a full year, 10 per cent discount, or \$18.72 per year spot cash, if paid wholly in advance.

## WASHINGTON, D. C.

**THE EVENING STAR** (◎◎), Washington, D. C. Reaches 50% of the Washington homes.

## GEORGIA.

**ATLANTA CONSTITUTION.** Act av. for 1904: Daily \$8,888 (◎◎), S'y 42,819, W'y 107,925.

**THE MORNING NEWS** (◎◎), Savannah, Ga. A good newspaper in every sense; with a well-to-do clientele, with many wants and ample means. Only morning daily within one hundred miles.

## ILLINOIS.

**GRAIN DEALERS JOURNAL** (◎◎), Chicago. Largest circulation; best in point of quality.

**TRIBUNE** (◎◎). Only paper in Chicago receiving this mark, because **TRIBUNE** ads bring satisfactory results.

**BAKERS' HELPER** (◎◎), Chicago, only "Gold Mark" baking journal. Oldest, largest, best known. Subscribers in every State and Territory.

## KENTUCKY.

**LOUISVILLE COURIER-JOURNAL** (◎◎). Best paper in city; read by best people.

## MASSACHUSETTS.

**BOSTON PILOT** (◎◎), every Saturday. Roman Catholic. Patrick M. Donahoe, manager.

**BOSTON EVENING TRANSCRIPT** (◎◎), established 1850. The only gold mark daily in Boston.

**BOSTON BOOT AND SHOE RECORDER** (◎◎), greatest trade paper; circulation universal.

**WORCESTER L'OPINION PUBLIQUE** (◎◎) is the leading French daily of New England.

**TEXTILE WORLD RECORD** (◎◎), Boston. Is the "bible" of the textile industry. Send for booklet, "The Textile Mill Trade."

## MICHIGAN.

**GRAND RAPIDS FURNITURE RECORD** (◎◎). Only national paper in its field.

## MINNESOTA.

**THE NORTHWESTERN MILLER** (◎◎) Minneapolis, Minn.; \$3 per year. Covers milling and flour trade all over the world. The only "Gold Mark" milling journal (◎◎).

## NEW YORK.

**BROOKLYN EAGLE** (◎◎) is THE advertising medium of Brooklyn.

**THE POST EXPRESS** (◎◎), Rochester, N. Y. Best advertising medium in this section.

**ARMY AND NAVY JOURNAL** (◎◎). First in its class in circulation. Influence and prestige.

**THE IRON AGE** (◎◎), established 1855. The recognized authority in its representative fields.

**ENGINEERING NEWS** (◎◎).—The leading engineering paper in the country.—*Press, Cleveland.* E. News prints more transient ads than all other technical papers; 1¼ & 3c. a word. Try it.

**VOGUE** (◎◎), the authority on fashions. Ten cents a copy; \$4 a year. 364 5th Ave., New York.

**HARDWARE DEALERS' MAGAZINE.** In 1904, average issue, 17,500 (◎◎). D. T. MALLATT, Pub., 285 Broadway, N. Y.

**NEW YORK HERALD** (◎◎). Whoever mentions America's leading newspapers mentions the **NEW YORK HERALD** first.

**ELECTRICAL WORLD AND ENGINEER** (◎◎) established 1874; covers foreign and domestic electrical purchasers; largest weekly circulation.

**BUFFALO COMMERCIAL** (◎◎). Desirable because it always produces satisfactory results.

**CENTURY MAGAZINE** (◎◎). There are a few people in every community who know more than all the others. These people read the **CENTURY MAGAZINE**.

**THE NEW YORK TIMES** (◎◎) bears "All the news that's fit to print" into over 100,000 homes within 35 miles of Times Square; rigidly censors advertising; quantity of quality.

**NEW YORK TRIBUNE** (◎◎), daily and Sunday. Established 1841. A conservative, clean and up-to-date newspaper, whose readers represent intellect and purchasing power to a high-grade advertiser.

## OHIO.

**CINCINNATI ENQUIRER** (◎◎). Great—influential—of world-wide fame. Best advertising medium in prosperous Middle West. Rates and information supplied by Beckwith, N. Y.-Chicago.

## PENNSYLVANIA.

"**THE PHILADELPHIA PRESS**" is a Gold Mark (◎◎) Newspaper, a Roll of Honor Newspaper, and a Guaranteed Star Newspaper, the three most desirable characteristics for any newspaper. Circulation, daily average 1904, 113,242.

**THE PUBLIC LEDGER** (◎◎)—Independence Hall and Public Ledger are Philadelphia's landmarks; only paper allowed in thousands of Philadelphia homes. Circulation now larger than in 70 years. \$2,540 more advertisements April, May, June and July than same period 1904.

## THE PITTSBURG (◎◎) DISPATCH (◎◎)

The newspaper that judicious advertisers always select first to cover the rich, productive, Pittsburgh field. Only two-cent morning paper assuring a prestige most profitable to advertisers. Largest home delivered circulation in Greater Pittsburgh.

## SOUTH CAROLINA.

**THE STATE** (◎◎), Columbia, S. C., reaches every part of South Carolina.

## VIRGINIA.

**NORFOLK LANDMARK** (◎◎) the recognized medium in its territory for investors and buyers. Holds certificate from the Association of American Advertisers of bona fide circulation. If you are interested, ask to see voluntary letters from advertisers who have gotten splendid results from **LANDMARK**.

## WISCONSIN.

**THE MILWAUKEE EVENING WISCONSIN** (◎◎), one of the Golden Dozen Newspapers.

## CANADA.

**THE HALIFAX HERALD** (◎◎) and the **EVENING MAIL**. Circulation 15,683, flat rate.

## THE TORONTO GLOBE (◎◎)

25% larger circulation than any other morning paper in Canada. U. S. representatives, **BRIGHT & VEREE**, Tribune Bldg., N. Y.; Boyce Bldg., Chicago.

# THE WANT-AD MEDIUMS

A Large Volume of Want Business is a Popular Vote for the Newspaper in Which It Appears.

Advertisements under this heading, from papers of the requisite grade and class, cost twenty cents per line per week. Under a YEARLY contract, two lines (the smallest advertisement accepted) cost \$30.50 for a full year, ten per cent discount, or \$18.72 spot cash, if paid wholly in advance

## COLORADO.

**THE** Denver Post, Sunday edition, July 30, 1905, contained 5,140 different classified ads, a total of 104 columns. The Post is the big Want medium of the Rocky Mountain region. The rate for Want advertising in the Post is 5c. per line each insertion, seven words to the line.

## CONNECTICUT.

**M**ERIDEN, Conn., RECORD covers field of 50,000 population; working people are skilled mechanics. Classified rate, cent a word a day, five cents a word a week. "Agents Wanted," etc., half cent a word a day.

## DISTRICT OF COLUMBIA.

**THE** EVENING and SUNDAY STAR, Washington, D. C. (©), carries DOUBLE the number of WANT Ads of any other paper. Rate 1c. a word.

## ILLINOIS.

**THE** CHICAGO DAILY NEWS is the city's "want-ad" directory and one of the greatest "want-ad" mediums of the country. It has no Sunday issue, but is published every evening except Sundays and holidays. During the year 1904 the paper was issued 310 days; during that time it published 11,065 columns of classified advertising, consisting of 628,538 individual advertisements; of this number, 301,666 were transmitted to the DAILY NEWS office by telephone. Eleven telephones are used exclusively for the reception of such ads from nearly 600 drug store agencies and from thousands of individual customers throughout Chicago and its adjoining territory. These advertisements are, for the convenience of the readers, carefully classified under 190 different classification headings. No free "want-ads" are published. The DAILY NEWS rigidly excludes all objectionable advertising. The value of the classified columns of the DAILY NEWS to the advertisers is shown by the very rapid growth of this kind of advertising in the paper. During the year 1905 it increased 133 columns over 1904, notwithstanding an increase in advertising rates; in 1904 it increases 314 columns over 1903, or an average of a column a day.

"Nearly everybody who reads the English language in, around or about Chicago reads the DAILY NEWS," says the Post-office Review.

## INDIANA.

**THE** Terre Haute STAR carries more Want ads than any other Terre Haute paper. Rate, one cent per word.

**THE** Indianapolis News during the year 1904 printed 125,307 more classified advertisements than all other dailies of Indianapolis combined, printing a total of 473,730 separate paid Want ads during that time.

**THE** Star League, composed of Indianapolis STAR, Muncie STAR and Terre Haute STAR; general office, Indianapolis. Rate in each, one cent per word; combined rate, two cents per word.

**THE** Indianapolis STAR is the Want ad medium of Indianapolis. It printed during the year of 1904 561,313 lines of Want ads. During the month of December the STAR printed 17,385 lines of classified financial advertising. This is 4,275 lines more than published by any other Indianapolis newspaper for the same period. The News in December, 1904, printed 13,000 lines; the Sentinel 4,516 lines, and the Sun 2,830 lines. The Indianapolis STAR accepts no classified advertising free. The rate is one cent per word.

**THE** MARION LEADER is recognized as the best result getter for want ads.

**THE** Muncie STAR is the recognized Want ad medium of Muncie. It prints four times as much classified advertising daily as all other Muncie dailies combined.

## IOWA.

**THE** Des Moines CAPITAL guarantees the largest circulation in the city of Des Moines of any daily newspaper. It is the want ad medium of Iowa. Rate, one cent a word. By the month, \$1 per line. It is published six evenings a week, Saturday the big day.

## MAINE.

**THE** EVENING EXPRESS carries more Want ads than all other Portland dailies combined.

## MARYLAND.

**THE** Baltimore News carries more Want Ads than any other Baltimore daily. It is the recognized Want Ad medium of Baltimore.

## MASSACHUSETTS.

**25** CENTS for 30 words, 5 days. DAILY ENTERPRISE, Brockton, Mass., carries solid page Want ads. Circulation exceeds 10,000.

**THE** BOSTON EVENING TRANSCRIPT is the great resort guide for New Englanders. They expect to find all good places listed in its advertising columns.

**THE** BOSTON TRAVELER publishes more Want advertising than any other exclusively evening paper in its field, and every advertisement is paid for at the established rates.

**B**OSTON GLOBE, daily and Sunday, first six months of 1905, printed a total of 317,466 classified ads, and there were no trades, deals or discounts. This was a gain of 3,969 "want" ads over the same period of 1904, and was 71,145 more than any other Boston paper carried during the first six months of 1905.

## MICHIGAN.

**S**AGINAW COURIER-HERALD (daily), only Sunday paper; result getter; circulation in excess of 12,500; 1c. word; 5c. subsequent.

## MINNESOTA.

**THE** Minneapolis JOURNAL carried over 30 per cent more Want ads during June, 1905, than any other Minneapolis daily. No free Wants and no objectionable Wants. Circulation, 1903, 57,039; 1904, 64,333; first 6 months 1905, 67,349; June, 1905, 67,075.

**THE** MINNEAPOLIS TRIBUNE is the recognized Want ad medium of Minneapolis and has been for many years. It is the oldest Minneapolis daily and has over 92,000 subscribers, which is 25,000 each day over and above any other Minneapolis daily. Its evening edition alone has a larger circulation in Minneapolis by many thousands, than any other evening paper. It publishes over 80 columns of Want advertisements every week at full price (average of two pages a day), no free ads; price covers both morning and evening issues. No other Minneapolis daily carries anywhere near the number of paid Want advertisements or the amount in volume.

**THE** ST. PAUL DISPATCH is St. Paul's Want Ad Directory, carrying more advertising than all other St. Paul mediums combined. The guaranteed paid circulation of the ST. PAUL DISPATCH for year ending March 31, 1905, 57,668; for March, 58,440; for April, 60,541; for May, 62,727; this increase caused by thorough canvassing—no premiums. Thousands of people use it exclusively and everybody includes it in their list. No free want ads are published and objectionable advertising is rigidly excluded. The News advertising shows a daily increase of over 600 lines in three months. Seven telephone trunk lines assist in receiving this classified business.

**MISSOURI.**

**THE** Joplin **GLOBE** carries more Want ads than all other papers in Southwest Missouri combined, because it gives results. One cent a word. Minimum, 15c.

**THE** Kansas City **JOURNAL** (every morning including Sunday; one of the recognized Want ad mediums of the United States; \$1 to 35 columns paid Wants Sunday; 7 to 10 columns daily. Rate, 1 cent a word.

**MONTANA.**

**THE** Anaconda **STANDARD** is Montana's great "Want Ad" medium; i. e. a word. Average circulation (1904), 11,359, Sunday, 13,756.

**NEBRASKA.**

**L**INCOLN **JOURNAL** AND **NEWS**, combined circulation over 27,000. Cent a word.

**THE** Lincoln **DAILY STAR**, the best "Want Ad" medium at Nebraska's capital. Guaranteed circulation exceeds 16,000 daily. Rates, 1 cent per word. Sunday Want ads receive extra insertion in Saturday afternoon edition if copy is received in time. **DAILY STAR**, Lincoln, Neb.

**NEW JERSEY.**

**ELIZABETH** **DAILY JOURNAL**—Leading Home paper; 10 to 24 pages. Only "Want" Medium. Cent-a-word. Largest circulation.

**NEWARK, N. J.** **FREEZE ZEITUNG** (Daily and Sunday) reaches bulk of city's 100,000 Germans. One cent per word; 8 cents per month.

**NEW YORK.**

**THE** **POST-EXPRESS** is the best afternoon Want ad medium in Rochester.

**A**LBANY **EVENING JOURNAL**, Eastern N. Y.'s best paper for Wants and classified ads.

**DAILY ARGUS**, Mount Vernon, N. Y. Greatest Want ad medium in Westchester County.

**I**N Binghamton the **LEADER** carries largest patronage; hence pays best. **BECKWITH**, N. Y.

**B**UFFALO **NEWS**, with over 87,000 circulation, is the only Want Medium in Buffalo and the strongest Want Medium in the State, outside of New York City.

**THE** **TIMES-UNION**, of Albany, New York. Better medium for wants and other classified matter than any other paper in Albany, and guarantees a circulation greater than all other daily papers in that city.

**P**RI<sup>NTERS'</sup> **I**NK, published weekly. The recognized and leading Want ad medium for want ad mediums, mail order articles, advertising novelties, printing, typewritten circulars, rubber stamps, office devices, adwriting, half-tone making, and practically anything which interests and appeals to advertisers and business men. Classified advertisements, 20 cents a line per issue flat; six words to a line. Sample copies, ten cents.

**OHIO.**

**I**N Zanesville the **TIMES-RECORDER** prints twice as many Want Ads as all the other papers.

**THE** Zanesville **SIGNAL** reaches 64 towns in S. E. Ohio, also 68 rural routes; 5c. a word net.

**Y**OUNGSTOWN **VINDICATOR**—Leading "Want" medium. 1c. per word. Largest circulation.

**THE** **MANSFIELD NEWS** publishes daily more Want ads than any other 30,000 population newspaper; 20 words or less 3 consecutive times or less, 5c.; one cent per each additional word.

**OKLAHOMA.**

**THE** **OKLAHOMAN**, Okla. City, 11,551. Publishes more Wants than any four Okla. competitors.

**PENNSYLVANIA.**

**THE** Chester, Pa., **TIMES** carries from two to five times more classified ads than any other paper.

**PHILADELPHIA:**

**THE EVENING BULLETIN.**

Net paid daily average circulation for June:

220,178 copies per day.

"In Philadelphia nearly everybody reads 'The Bulletin.'"

(See Roll of Honor.)

**THE RECORDS SHOW  
IN PHILADELPHIA**

That the **GERMAN DAILY GAZETTE** carries more foreign or general advertising than any other German daily in this country.

Sworn circulation, 49,083.

There's a reason.

**SOUTH CAROLINA.**

**THE** Columbia **STATE** (☉☉) carries more Want ads than any other S. C. newspaper.

**VERMONT.**

**THE** Burlington **DAILY NEWS** is the popular paper and the Want medium of the city. Reaches twice as many people as any other and carries more Want ads. Absolutely necessary to any advertiser in Burlington territory.

**VIRGINIA.**

**THE** **NEWS LEADER**, published every afternoon except Sunday, Richmond, Va. Largest circulation by long odds (28,575 aver. 1 year) and the recognized want advertisement medium in Virginia. Classified ads., one cent a word per insertion, cash in advance; no advertisement counted as less than 25 words; no display.

**WISCONSIN.**

**N**O paper of its class carries as many Want ads as the **EVENING TELEGRAM**, of Superior, Wisconsin.

**JANESVILLE GAZETTE**, daily and weekly, reaches 6,500 subscribers in the million dollar Wisconsin tobacco belt, the richest section of the Northwest. Rates; Want Ads—daily, 3 lines 3 times, 5c.; weekly, 5c. line. Big results from little talk.

**CANADA.**

**THE** Halifax **HERALD** (☉☉) and the **MAIL**—Nova Scotia's recognized Want ad mediums.

**L**A **PRESSE**, Montreal. Largest daily circulation in Canada without exception. (Daily 95,825, Saturdays 113,322—sworn to.) Carries more want ads than any French newspaper in the world.

**THE** **DAILY TELEGRAPH**, St. John, N. B., is the want ad medium of the maritime provinces. Largest circulation and most up-to-date paper of Eastern Canada. Want ads one cent a word. Minimum charge 25 cents.

**THE** Montreal **DAILY STAR** carries more Want advertisements than all other Montreal dailies combined. **THE** **FAMILY HERALD** AND **WEEKLY STAR** carries more Want advertisements than any other weekly paper in Canada.

**THE** Winnipeg **FREE PRESS** carries more "Want" advertisements than any other daily paper in Canada and more advertisements of this nature than are contained in all the other daily papers published in the Canadian Northwest combined. Moreover, the **FREE PRESS** carries a larger volume of general advertising than any other daily paper in the Dominion.

**BRITISH COLUMBIA.**

**VICTORIA COLONIST**. Oldest established paper (1857). Covers entire Province. Greatest Want Ad medium on the Canadian Pacific Coast.

# Mr. Publisher, I Will Charge You \$ That Would Cost You \$29.75

A SPECIAL ISSUE OF *PRINTERS' INK*

## Press Day-August

**F**OR the primary purpose of obtaining new subscribers a copy of *Printers' Ink* for September 6—press day as above stated—will be mailed to 7,975 names, making a total edition for September 6 of approximately 23,000 copies.

The seven thousand nine hundred and seventy-five extra copies are sent to as many names, marked personal. Every copy so marked goes to an advertising manager or a member of a firm who is in charge of the advertising department.

This list is entirely new, compiled with great care and embraces all kinds of general advertisers. There isn't a dead or useless name in the bunch, and a follow-up campaign extending over fully six weeks for the purpose to convert them into readers of *Printers' Ink* will be pursued. Every party addressed needs *Printers' Ink* and its helpful weekly suggestions and information, and many of them will be convinced of this fact by the time the Little Schoolmaster will let up on them.

\* \* \*

If you are the publisher of a newspaper or magazine of character, one that has a story and facts worth presenting to an advertiser, you can find no better, no more effective and economical medium than *Printers' Ink*, and particularly no more advantageous single issue than the special edition above set forth.

\* \* \*

If you were addressing a circular or a postal card to the same number of names it would cost you for

**THE PRINTERS' INK PUBLISHING COMPANY, CHAS. ZING**

# **Give You \$40 for a Special Service \$9.75 in Postage Alone!**

**PRINTERS' INK, SEPTEMBER 6, 1905.**

**August 30-1905.**

postage alone \$79.75, not taking into consideration the expense for collecting the names, the printing and handling and following up of the list. A full page advertisement in Printers' Ink will do all for just \$40. If you can get your announcement in a half page it would cost only \$20, and if you can get along with a quarter page the cost would be as low as \$10.

In stating these facts it is perhaps pertinent to allude to the additional 15,000 copies of Printers' Ink in which your advertisement will appear in that issue, and also to the prestige which an advertisement that is given space in the Little Schoolmaster usually carries.

\* \* \*

The same argument is true for anyone else who makes or deals in anything which large and small advertisers use or ought to use in the conduct of their business.

Although the September 6 edition goes to almost eight thousand extra and especially valuable names, the usual rates only will be charged, as stated below.

## **FORMS CLOSE AUGUST 30, 1905**

### **ADVERTISING RATES.**

20 cents a line, \$3 one inch, \$10 quarter page, \$20 half page, \$40 for whole page. For advertisements in specified positions, if granted, double price will be charged. A discount of 5 per cent may be deducted if check is sent with order and copy.

**CHAS. ZINGG, Manager, 10 Spruce St. (up-stairs), New York City.**

# PRINTERS' INK.

A JOURNAL FOR ADVERTISERS.

THE PRINTERS' INK PUBLISHING COMPANY, Publishers.

Issued every Wednesday. Subscription price, two dollars a year, one dollar for six months, in advance. On receipt of five dollars four paid subscriptions, sent in at one time, will be put down for one year each and a larger number at the same rate. Five cents a copy. Three dollars a hundred. Being printed from stereotype plates it is always possible to supply back numbers, if wanted in lots of 500 or more, but in all such cases the charge will be five dollars a hundred.

## ADVERTISING RATES.

Advertisements 30 cents a line, pearl measure, 15 lines to the inch (\$3; 200 lines to the page \$40). For specified position selected by the advertisers, if granted, double price is demanded.

On time contracts the last copy is repeated when new copy fails to come to hand one week in advance of day of publication.

Contracts by the month, quarter or year may be discontinued at the pleasure of the advertiser, and space used paid for *pro rata*.

Two lines smallest advertisement taken. Six words make a line.

Everything appearing as reading matter is inserted free.

All advertisements must be handed in one week in advance.

Advertisers to the amount of \$10 are entitled to a free subscription for one year, if demanded.

CHARLES J. ZINGG.

Editor and Manager.

OFFICES: NO. 10 SPRUCE ST.

London Agent, F.W. Sear, 53-52 Ludgate Hill EC

NEW YORK, AUG. 9, 1905.

**PRINTERS' INK is absolutely an independent journal, connected in no way whatever with any advertising agency, selling its advertising space only for cash, and standing entirely upon its merits as a news medium for advertisers and an educative force in the advertising field.**

THE *Market Place* is a new monthly magazine published by Richard Badger, Boston. A small journal, its purpose is to reflect "the soul of business life" which the editor believes many trade and commercial publications are endeavoring to get at without complete success. So he means to have a try at it.

MR. ROBERT FROTHINGHAM, advertising manager of *Life*, joins forces with the Ridgeway-Thayer Company, publishers of *Everybody's Magazine*, on August 14. Mr. Frothingham did commendable and efficient work during his stay with *Life* and he will make good in a larger measure in a larger field. This is the sincere belief of those who know him best.

If you don't believe in advertising don't advertise. Without faith you are pretty sure to fail.

MR. HERBERT G. ASHBROOK, advertising manager of the Glidden Varnish Company, manufacturers of Jap-a-lac, says that four things are essential to the success of an advertiser:

1st.—Goods of equal if not better quality than any others of their kind.

2nd.—Money to spend for advertising.

3rd.—Courage to spend the money.

4th.—Ability to spend the money judiciously.

*Moore's Monthly Messenger*, a house organ issued by the John C. Moore Corporation, Rochester, N. Y., prints the following statement in the space usually devoted to the notice of entry as second-class matter: "As our publication will be strictly first-class we have not had it entered at second-class rates."

## SELECT COUNTY WEEKLIES.

ANNUAL MEETING HELD AT SYRACUSE  
LAST WEEK FRIDAY AFTERNOON.

The annual meeting of the Select County Weeklies of New York was held at Syracuse last Friday afternoon at the Vanderbilt Hotel. This is an organization of the larger weekly papers of New York State, having circulations of 2,000 copies per issue or over, and the membership represents the best in the way of weekly publications. This association was organized three years ago and to-day the label is known among advertisers to stand for a guarantee of quality.

The election of officers resulted as follows: President, George E. Marcellus, of the *Le Roy Gazette*; vice-president, A. F. Flummerfelt, of the *Herkimer Democrat*; secretary, L. C. Sutton, of the *Massena Observer*; treasurer, Will O. Greene, of the *Fairport Mail*; business manager, L. A. Cass, of the *Warsaw Western New Yorker*. The board of directors consists of Jere Coughlin, of the *Watertown Herald*; L. A. Cass, of the *Warsaw Western New Yorker*; G. W. Darrow, of the *Chatham Courier*; Will O. Greene, of the *Fairport Mail*; L. C. Sutton, of the *Massena Observer*; Harry Hall, of the *Catskill Recorder*.

THE *Civilian*, a weekly paper published since 1828 at Cumberland, Md., has suspended publication. Of late years it has been the property of the company which publishes the *Daily News* in that city. The latter paper continues.

#### EXHIBITION OF CALENDAR ART.

Every summer the Osborne Company, makers of calendars and color printers, holds in New York an exhibition of pictures for calendars at which leading artists compete. This year the show was held at the Clausen galleries, 381 Fifth avenue, and prizes of \$500 each were awarded as follows: Paul Dougherty, "The Sun-Tipped Hill;" William E. Norton, "Tranquillity" (marine); C. C. Curran, "At the Piano" (genre); Richard Lorenz, "The Buggy Ride." Eight more pictures will be added to the four prize-winners, and the twelve will be reproduced by the color type process on a miniature scale; then buyers of the company's calendars will be asked to vote which of the twelve pleases them most. The painter of the design that receives the highest number of votes will receive the \$1,000, or popular prize. The company in carrying out this system of prize-giving considers that it is doing "a distinct public service in disseminating a knowledge of good art in a way impossible before the development of color photography and its application in the color type process."

THERE are strong indications in certain political circles of a movement to induce Congress to reimpose a stamp tax on proprietary medicines.

#### NOT SO HOLY.

*Collier's Weekly*, which is nothing if not amusing at times, reads the riot act to the newspapers of the United States because the newspapers accept patent medicine advertisements. Among other choice ads scattered throughout this excessively moral weekly we find that somebody's sulphur soap beautifies the skin and that a certain party is just itching to dispense free advice as to the cure of asthma. We note, with interest, that the finest infant and invalid food on earth has been discovered in Hawaii and will be shipped to sufferers at so much per can, while on another page a party informs us that a certain powder used in the shoes will surely cure rheumatism. A philanthropic gentleman desires to put you on the highway to immediate fortune by starting you in the mail order business, and an athletic gentleman can surely cure you of constipation and indigestion provided you let him sell you a lot of charts and things. And so it goes; whiskey, beer, cosmetics, powders, asthma cures and "free treatment" ads in *Collier's* appear, just as they do in many other magazines and papers. *Collier's* is no more at fault than any of us, but as long as *Collier's* lives in a glass house, *Collier's* should not throw stones.—*Tribune, Rome, Ga.*

The greatest harm that has ever befallen advertising as an honest business force—is the practice of swapping space. In this pernicious process somebody is always outwitted—premeditatedly.

C. J. Z.



TWENTY young women, the fortunate winners in a voting contest conducted by the *Star-Chronicle*, St. Louis, are now on a trip to Europe which includes four weeks in Great Britain, Ireland, Belgium, Holland and the Rhine.

#### A CIRCULATION LAW IN RHODE ISLAND.

By the passage of the Bowen bill in the Rhode Island Legislature it has been made a misdemeanor for a publisher to issue false circulation statements. Rhode Island is a small State, but it has some important newspapers. The editor of the *Rhode Island Advertiser*, J. S. Grisinger, sent out a request as an advertising agent asking publishers to tell how many copies they had printed for the past month, quarter or year. The replies are published in the July *Rhode Island Advertiser*. Those dailies furnishing figures for June are as follows:

*Providence Journal (morning) daily	16,500
*Providence Journal, Sunday	19,600
*Providence Bulletin (evening)	37,700
*Providence News (evening)	7,000
*Pawtucket Times (evening)	16,813
*Woonsocket Call (evening)	7,859
Newport Herald (morning)	3,125
*Newport Daily News (evening)	4,150
Pawtuxet Valley Times (evening)	1,800

Those papers marked with an asterisk bear figure ratings in the 1905 issue of Rowell's American Newspaper Directory. Only one daily in Providence omitted to respond to Mr. Grisinger's invitation. This was the *Evening Telegraph*, which bears in Rowell's Directory the doubt marks (\*\*\*), signifying that the Editor of the Directory has signified a willingness to verify a statement made by the publisher without cost and that the latter's response was not one to remove an impression of doubt that had been cast on the accuracy of the statement furnished. The *Woonsocket Evening Reporter* also failed to reply. It bears in the Directory a rating of G, signifying "exceeding 4,000." The *Evening Sun*, published in Westerly, did not reply, but has a figure rating of 4,430 in Rowell's Directory for 1905.

THE *Evening Press*, of Nashua, N. H., has been purchased by the publishers of the *Evening Telegraph* in the same city and will be merged with the latter. This leaves one daily paper in Nashua.

MR. LOUIS WINDMULLER is a reader of PRINTERS' INK and in casual conversation he was heard to say that there is nothing published in the United States that gives a better idea of the art of advertising than this little paper does.

#### BIRTHDAY OF THE TRANSCRIPT.

On July 24 the Boston *Evening Transcript* quietly observed its seventy-fifth anniversary. In its first issue, July 24, 1830, the *Transcript* made the following announcement:

This paper will be published daily in the evening, with the hope of supplying a deficiency created by the surcease of the *Bulletin*. We bring to our work a poor talent, which we shall make subservient to our industry. We shall not mingle in the every-day warfare of politics, nor attempt to control public bias in abstract questions of Religion or Morality; our predilections are so firmly established that we do not believe them susceptible of much change or modification; but whilst we preserve the right of expressing our own opinions, we shall not combat with the prejudices of others. \* \* \* It will be sometimes our misfortune to offend, but we shall be studiously observant of our phraseology and especially cautious that the offense is in the opinion, and not in the terms of its conveyance. We hope to be permitted to "pursue the noiseless tenor of our way" without engendering hate or inducing acrimony. Personal attack is unworthy of notice—captious acerbity beneath it. We are aware that it is not now the mode to appear in such stunted robes as we have adopted, but we have chosen to set fashion at defiance and study our own convenience. We therefore beseech the reader to judge us impartially—not by the size of the casket, but by the value of its contents.

Advertisement constructors, designers, catalogue-makers, dealers and manufacturers in office devices and novelties should be especially interested in the advertisement appearing on the double center pages in this issue. Orders and copy for the special issue for September 6 must be received in this office on or before August 30, 1905.

ADVERTISING for the Life-Insurance Club of New York has been started in magazines and daily papers. This institution is the outgrowth of the insurance advertising of Richard Wightman. At first insuring members in established companies, a new company has been formed under the laws of New York State, with headquarters at Fifth avenue and 38th street, New York. In one of his initial ads Mr. Wightman says: "The Life-Insurance Club of New York is an old-line life-insurance company chartered by the State of New York and backed by Government bonds and the enthusiastic patronage of the American people. It differs from other standard companies in one fundamental and vital respect,—it pays no commissions to agents and maintains no expensive branch offices; policies are written solely by advertising and correspondence. This enables the Club to issue to its members the approved forms of insurance at lower rates and with the privilege of monthly premiums."

#### A BONDED ADVERTISING AGENT.

Absconding advertising agents have created so much prejudice in the city of New Orleans among large advertisers that M. B. Trezevant, who operates a general agency in that city, has made arrangements with the American Surety Company of New Orleans to guarantee his accounts on bonds. This gives both advertisers and newspapers assurance that bills will be paid and advertising appropriations handled with integrity. Mr. Trezevant was formerly advertising manager for the Southern Pacific railroad and steamship lines, and now places business for the Sherrouse Medicine Co., of New Orleans, Southern Vehicle Company, Whitney & Sloo Company, Louisiana Tobacco Company, Magic Soap Company and others. It is said that this action has restored complete confidence in the advertising agency there—or, at least, in the Trezevant agency.

R. A. BOICE, formerly with the *Scientific American*, has joined the advertising staff of the *American Illustrated Magazine*, lately *Leslie's Monthly*.

Mr. Converse D. Marsh, chairman of the executive committee of the Bates Advertising Company, 182 William street, New York, writes excellent copy for the agency of which he is the head. The page advertisement of his, found elsewhere in this issue, makes a definite statement of a definite performance. It states the case plainly. It gives facts and figures, then it stops. It's good copy, and the sort of copy which the Little Schoolmaster likes to see in the columns of PRINTERS' INK. It contains just that sort of information which advertisers are looking for.

#### THE PETTINGILL FAILURE.

84 State Street,  
BOSTON, MASS., July 28, 1905.

To the Creditors of *Pettingill & Co.*:  
DEAR SIRS—Pettingill & Co., a New York corporation, having its principal place of business at Boston, and doing business as an advertising agency, was petitioned into bankruptcy on an involuntary petition on March 29, 1904. It was adjudicated a bankrupt on April 18, 1904, and on June 23, 1904, the undersigned was appointed Trustee in the bankruptcy proceedings. The corporation had some five or six thousand open accounts on its books, and, owing to the bankruptcy, all of its contracts had to be apportioned as of the date thereof, and the business, after March 29, 1904, in all newspapers throughout the country, was generally assumed by the advertisers direct or by some other agents. The work of dividing the accounts and posting the books of the corporation has necessitated the employment of the entire bookkeeping and checking force of Pettingill & Co., and the continuation of its offices at 22 School street, Boston, until July 1, 1904. After that date your Trustee was enabled to reduce expenses somewhat by moving the offices and reducing the bookkeeping staff, but it has taken the constant time of two bookkeepers and necessitated the employment of several assistants down to the present time in order to straighten out the accounts. Mr. Arthur U. Dickson and Mr. J. C. Howard consented to stay in the employment of your Trustee until matters were straightened out, and by their assistance and aid in this connection saved to the estate large amounts of accounts receivable which otherwise could not possibly have been realized.

Your Trustee will later file an itemized statement of the receipts and dis-

bursements of the estate. Up to July 1, 1905, they are as follows:

Amount turned over to the Trustee by the Receiver.....	\$39,417.50
Collections by Trustee.....	\$223,992.42
Less funds held by attachment in the Taylor suit, and charges of counsel for debtor.....	15,043.33
	208,949.09

Collections from other sources:	
Sale of furniture, old paper, etc.....	\$1,656.06
Interest.....	2,292.36
Insurance rebate.....	48.00
	3,996.42

Total collections....	\$252,363.01
Disbursements to July 1, 1905:	
Pay roll.....	\$5,729.14
Rent.....	1,704.43
Referee's and Trustee's fees, bonds, appraisers and accountants.....	2,884.55
Miscellaneous cash expenses.....	3,052.01
	13,370.13

Balance on hand... Dividend of 20 per cent on total claims proved against the estate in bankruptcy of \$801,930.16 (estimated).....	\$238,992.88
	160,386.03

Balance in hands of Trustee after payment of dividend (estimated)	\$78,606.85
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Under the provisions of the Bankruptcy Act the first distribution cannot include all of the assets in the hands of the Trustee, and the second distribution cannot be made for three months after the first. The Referee has authorized the payment of a first dividend of 20 per cent July 28, 1905, and a second dividend will be paid as soon as permitted under the act. There are uncollected and in litigation various book accounts on which perhaps \$10,000 may be realized, and there is in litigation a claim against the Lydia E. Pinkham Company on which the Lydia E. Pinkham Company has paid into Essex County Court, where the suit is pending, the amount of \$43,000 to await the determination of the title thereto between the estate of Pettingill & Co. and the Advertising Plate Company. If this suit should result favorably to Pettingill & Co., there would be sufficient assets to pay a further dividend of about 10 per cent.

#### PROOFS OF CLAIMS IN GUARANTEES OF DR. GREENE'S NERVURA COMPANY PREFERRED STOCK.

The failure of Pettingill & Co. was due largely to the fact that Mr. Pettingill incurred liabilities of about \$540,000 for advertising the Dr. Greene Nervura Company, which proved almost a total loss. In part settlement of this advertising, Mr. Pettingill accepted in payment preferred stock of

the Dr. Greene Nervura Company, amounting to about \$300,000, which, owing to the bankruptcy of the Dr. Greene Nervura Company, is of no value. This stock, to the amount of about \$60,000, was re-issued by Pettingill & Co. to creditors, with different forms of guarantees. The corporation of Pettingill & Co. took over the business liabilities of Pettingill on June 8, 1903, and became liable for these guarantees. The matter of the allowance of claims on these guarantees was tried before Judge Lowell in the United States District Court, and in his decision reported in 137 Federal Reporter, 143, claims were allowed where the guarantees were in the form of agreements to *redeem the stock at par*. In many cases, however, the agreements were in the form of a *guarantee of dividends only*, and in such cases the claims were allowed only for the dividends accrued prior to the bankruptcy, which included the dividend due on October 1, 1903, and all claims of this nature have been adjusted in accordance with this decision.

#### PROOFS OF CLAIMS IN GREENE NERVURA NOTES ENDORSED BY PETTINGILL & CO.

The Dr. Greene Nervura Company was a Maine corporation, of which Pettingill & Company was the largest creditor, its claim amounting to about \$265,142.56. It was petitioned into bankruptcy in a suit collateral to the Pettingill suit. The business was conducted by the Receiver until June, 1904, the offices in New York and Boston both being kept in operation, and the business was sold in June, 1904, to Dr. J. A. Greene, for \$25,200 cash, as a going concern. This sale did not include the accounts receivable from sales of medicine or cash on hand, and Mr. A. N. Hunt, Trustee in Bankruptcy of the Greene Company, obtained total assets from all sources of \$53,000. The total liabilities of the Greene Company were about \$439,000, and up-to-date dividends amounting to 10 per cent have been declared and paid to unpreferred creditors. The creditors of Pettingill & Co. held notes of the Greene Company endorsed by Pettingill & Co. to the amount of about \$100,000, and such creditors have been allowed to prove in full against both estates.

#### SETTLEMENT OF TAYLOR SUIT.

In the matter of the settlement of the Taylor suit, notice of which was sent you, Mr. Pettingill had entered into a contract to employ Taylor at a salary of \$12,000 a year for five years from September 1, 1902. On June 8, 1903, this contract was broken, when it had three and one-third years to run. Taylor immediately brought suit against Pettingill, placing damages at \$100,000, and attached accounts due to Pettingill and to Pettingill & Co. aggregating more than the above amount. This attachment had been in force more than nine months at the time of the bankruptcy and your Trustee was of the opinion that it constituted a good lien not dissolved by

the bankruptcy proceedings, and that in the event of Taylor recovering judgment he would be entitled to a prior payment of the full amount of the judgment recovered out of the assets of the corporation. In order to collect the assets and reduce them to possession, your Trustee gave a bond for \$75,000, dissolving the attachment and enabling him to collect the assets under attachment. As a necessary protection to the Trustee it was made a condition of this bond that the Trustee should hold in his possession funds to the amount of \$75,000 until the Taylor suit was settled. Under all these circumstances, with the best advice your Trustee could obtain, and with the consent of some of the largest creditors who could be interviewed, it seemed best for all concerned to settle the matter, and a settlement was arranged by which Mr. Taylor was paid \$13,750. Inasmuch as if this settlement had not been made he would have been entitled to come in with other creditors for a dividend on his claim after it had been reduced to a judgment, this sum represented a payment of perhaps \$5,000 in addition to the dividend which he would have received, and it was paid in order to get the matter cleared up and the lien upon the assets of the corporation removed. This arrangement was confirmed after notice to creditors and a hearing before Lewis G. Farmer, Esq., the Referee in Bankruptcy.

The proceedings in this case in the United States District Bankruptcy Court have been of great value to the general creditors. The assets consisted of accounts receivable due the corporation from creditors all over the country. By proceedings in this court it has been possible to collect all of these assets in many States for distribution among general creditors. Proceedings in any State, court, or ordinary federal receivership in equity would have subjected the assets outside of this State to numberless attacks and lien proceedings, which would have resulted in a general scramble among creditors to secure by attachment assets outside of Massachusetts.

The creditors are deeply indebted to Messrs. Southard and Parker, the attorneys for Mr. Pettingill, who, from the

time when it became evident that some proceedings must be taken to liquidate the concern, did everything in their power to secure all of the assets, both of the Dr. Greene Nervura Company and of Pettingill & Co., from attack by special creditors, and with their consent and co-operation in the bankruptcy proceedings we were enabled to distribute the assets in bankruptcy, a result which without such consent might have been impossible.

An action begun by one creditor to set aside the proceedings was, after several hearings and appeals, finally dismissed by agreement without costs in June, 1905, and this dismissal enabled the Trustee to make the present distribution. Very truly yours,

JOSEPH W. LUND, Trustee.

### "HIT 'IM AGAIN."

120 Lexington Ave.,  
New York, July 26, 1905.

The editor of *PRINTERS' INK* finds some easy flaws in *Collier's* attack on patent medicine business and ads, but overlooks the most glaring inconsistency in the complaint against Peruna as a "whiskey" and the prominent advertising, on another page, of some special brand of whiskey. If whiskey drinking is bad business *Collier's* should not stoop to accept its money for advertising, thus stimulating its use, since that is one of their objections to Peruna. There have no doubt been abuses in the patent medicine business, but probably most of the successful ones have been based on some happy prescription of a physician, and the main evil in their use comes from misapplication—or self-prescribing in a misfit sort of way. Hit 'im again.

E. D. FOOTE, JR., M. D.

### INFORMATION WANTED.

DECATUR, IL., July 31, 1905.

Editor of *PRINTERS' INK*:

Please put me in touch with a firm who syndicates "squibs" for classified sections.

Trusting that I have made myself clear and thanking you for an early reply, I am, Yours very truly,

E. A. HOLMAN,

Mgr. of Advertising, *The Herald*.

**Continue the advertisement of "The Times" in your Roll of Honor for another year and thereafter until discontinued by us. I do not feel there is any advertising I can do for "The Times" which is more effective for anything like the price than our little card in your Roll of Honor.**

**E. P. ADLER,**

Publisher "The Daily Times," Davenport, Ia.

July 31, 1905.

### Advertisements.

All advertisements in "Printers' Ink" cost twenty cents a line for each insertion, \$10.40 a line per year. Five per cent discount may be deducted if paid for in advance of publication and ten per cent on yearly contract paid wholly in advance of first publication. Display type and cuts may be used without extra charge, but if a specified position is asked for an advertisement and granted, double price will be demanded.

#### WANTS.

**THE** sworn average daily circulation of the Hornellsville, N. Y., **MORNING TIMES** for the past 10 months is 4,300 copies.

**PRINTING** firm wanted for partnership, publishing live Fanciers Journal. Address FULL, FIN AND FEATHER, Groton, Conn.

**WANTED**—Position in circulation department. Have four years' experience on the road and in city. CHAS. CUTTIN, Lexington, N. C.

**THE** circulation of the New York **World**, morning edition, exceeds that of any other morning newspaper in America by more than 100,000 copies per day.

**POSITIONS** open for competent newspaper workers in all departments. Write for booklet. FERNALD'S NEWS PAPER MEN'S EXCHANGE, 368 Main St., Springfield, Mass.

**CONCERNING TYPE**—A Cyclopaedia of Every-day Information for the Non-Printer Advertising Man; got "typewise"; 64 pp., 50c. postpaid. Agents wanted: A. S. CARNELL, 150 Nassau St., N. Y.

**WANTED**—An experienced advertising and job solicitor who wants change in location, and can make good on afternoon paper with job office. Write, Enterprise Ciebume, Texas.

**PARTNER WANTED**, with \$1,000 cash, to buy half interest in up-to-date, well-paying printing plant. Rigid investigation invited. Address **ELECTRIC PRINTING CO.**, Binghamton, N. Y.

## Newspaper for Sale.

A brilliant opening for a newspaper man with capital is offered by the owners of the **Worcester Spy** (suspended). Favorable terms will be given the right man. The suspension of the paper was due to lack of capital caused by fire. The new plant, which was bought after the fire, cost over \$50,000. It includes a Hoe press, brand new at the time, which prints 2, 4, 6, 8, 10, 12 and 16 pages, and which, by an inexpensive addition, can be made to print 14, 20 and 24 pages and do some color work. There are seven Linotype machines. The Stereotype outfit is complete, including matrix moulder and double seam table. There are 20 trucks and a generous equipment of type and material for the composing room. There are both steam and electric power and a 200-light electric plant. The workrooms are said to be by good judges the best equipped and laid out of any one press plant in the country. The field is growing and decidedly a morning paper field. There is only one other morning paper in the field, which includes a population of at least 400,000 in and near Worcester, Mass.

Address **EDWARD CLARK, P. O. Box 285, Natick, Mass.**

**EVERY ADVERTISER** and mail-order dealer should read **THE WESTERN MONTHLY**, an advertiser's magazine. Largest circulation of any advertising journal in America. Sample copy free. **THE WESTERN MONTHLY**, 515 Grand Ave., Kansas City, Mo.

**ADVERTISING** solicitor and manager with twelve years' experience on daily, weekly and monthly publications, is open for an engagement. For the past four years I have taken entire charge of correspondence, etc., on a monthly trade paper. I am looking for something in the same line. Address "A. B. C.," care Printers' Ink, New York.

**MAN** of 30, with several years' experience in advertising, including both agency and department store work; now advertising manager of leading department store in city of 300,000, would like to make new connection this fall. Well educated, graduate of Eastern University. Has achieved success as a writer of forceful advertising in many lines. Address "V. M. N.," care Printers' Ink.

**WE** filled 1,124 positions last month. Could have filled more if we could have found the right men. During 1908 listed over 25,000 high-grade opportunities. Positions paying from \$1,000 to \$5,000 a year now open for competent Salesmen, Executive, Clerical and Technical men. Offices in 13 cities. High-grade exclusively. If you are a leading man, write for plan and booklet. **HAPGOODS (INC.)**, Brain Brokers, Suite 511, 309 Broadway, New York.

**WANTED**—Clerks and others with common school educations only, who wish to qualify for ready positions at \$25 a week and over, to write for free copy of my new prospectus and endorsements from leading concerns everywhere. One graduate fills \$8,000 place, another \$5,000, and any number earn \$1,500. The best clothing advertiser in New York owes his success within a few months to my teachings. Demand exceeds supply.

**GEORGE H. POWELL**, Advertising and Business Expert, 1467 Temple Court, New York.

#### POSTAGE STAMPS.

**U. S.** or Canadian; ship c.o.d. **R. E. ORSER**, broker, R. 6, 94 Dearborn St., Chicago, Ill.

#### POST CARDS.

**HALF TONES** made from photographs of hotels, local views, business buildings, etc., suitable for printing on post cards. Also print post cards. Prices and samples furnished. **STANDARD**, 61 Ann St., N. Y.

#### MAILING MACHINES.

**THE DICK MATCHLESS MAILER**, lightest and quickest. Price \$12. **F. J. VALENTINE**, Mfr., 178 Vermont St., Buffalo, N. Y.

#### COIN CARDS.

**23 PER 1,000**. Less for more any printing. **THE COIN WRAPPER CO.**, Detroit, Mich.  
**1,000** for \$3. 10,000 \$20. Any printing. **Acme Coin Mailer Co.**, Ft. Madison, Ia.

#### FOR SALE.

**\$5,000** cash will buy circulation department of California daily. Net profits \$300 per month. Hustler can greatly increase profits. Address "WESTERN OPPORTUNITY," care Printers' Ink.

#### MAIL ORDER.

**MANUFACTURERS** and mail-order men send literature, catalogues, etc., to **UNION SUPPLY CO.**, Franklin, Va.

**MAIL-ORDER ADVERTISERS**—Try house to house advertising; it will pay you big. Our men will deliver your circulars and catalogues direct to the mail-order buyer. You can reach people who never see a paper of any description from one year's end to another. When once reached the rest is easy. We have reliable agents well located throughout the United States and Canada, and are in a position to place advertising matter in the hands of any desired class. **OUR DISTRIBUTORS' DIRECTORY** will be sent free of charge to advertisers who desire to make contracts direct with the distributor. We guarantee good service. Correspondence solicited. **NATIONAL ADVERTISING CO.**, 709 Oakland Bank Building, Chicago.

ADVERTISING AGENCIES.

**D. A. O'GORMAN AGENCY.** 1 Madison Ave., N. Y. Medical journal advtg. exclusively.  
**GOLDEN GATE PUBLISHING CO.,** 3400-3402 Sixteenth St., San Francisco, Cal.  
**H. W. KASTOR & SONS ADVERTISING COMPANY.** Laclede Building, St. Louis, Mo.  
**DOREMUS & CO.,** Advertising Agents, 44 Broad St., N. Y. Private wires, Boston, Phila. etc.  
**THE H. I. IRELAND ADVERTISING AGENCY** Handles but one business of a kind. 925 Chestnut Street, Philadelphia.  
**CURTIS-NEWHALL CO.** Established 1895. Los Angeles, California, U. S. A. Newspaper, magazine, trade paper advertising.  
**YOUR ADVERTISEMENT** in 43 Magazines for the price of one. Investigate.  
**ACME AD AGENCY,** 448 Seventh Av., Bklyn., N.Y.  
**ALBERT FRANK & CO.,** 45 Broad Street, N. Y. General Advertising Agents. Established 1872. Chicago. Boston. Philadelphia. Advertising of all kinds placed in every part of the world.

**BARNHART AND SWASEY,** San Francisco—Largest agency west of Chicago, employ 60 people; save advertisers by advising judiciously newspapers, billboards, walls, cars, distributing.

**CANADIAN** advertising promises results which invite most careful investigation. Write us for best list of papers to cover the whole field efficiently. **THE DESBARATS ADVERTISING AGENCY, Ltd.,** Montreal.

SPECIALIZED PUBLICATIONS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,500 (©). 253 Broadway, New York

SPECIAL NOTICE.

DISSOLUTION OF COPARTNERSHIP.

The copartnership heretofore existing between George P. Rowell, Wm. F. Hamblin and Frank W. Tully, doing business as advertising agents under the firm name of George P. Rowell & Co., at No. 10 Spruce St., New York City, is hereby dissolved by the retirement of Mr. Rowell. The business will be continued by the said Hamblin & Tully, under the firm name of Geo. P. Rowell & Co., as heretofore. All obligations will be assumed by the new firm and all collections will be made by them.

W. F. HAMBLIN.  
 F. W. TULLY.  
 GEO. P. ROWELL.

New York, August 1, 1905.

ILLUSTRATORS AND ILLUSTRATIONS.

**H. SENIOR & CO.,** Wood Engravers, 10 Spruce St., New York. Service good and prompt.

PRINTERS.

**PRINTERS.** Write R. CARLETON, Omaha, Neb., for copyright lodge cut catalogue.

**WE** print catalogues, booklets, circulars, adv. matter—all kinds. Write for prices. **THE BLAIR Ptg. CO.,** 514 Main St., Cincinnati, O.

ADVERTISING MEDIA.

**ADVERTISERS' GUIDE,** Newmarket, N. J. A postal card request will bring sample copy.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,500 (©). 253 Broadway, New York.

**THE EVANGEL.** Scranton, Pa. Thirteenth year; 20c. agate line.

**ANY** person advertising in **PRINTERS' INK** to the amount of \$10 or more is entitled to receive the paper for one year.

**ELEVEN** physicians are getting rich in Troy, Ohio. The **RECORD**, only daily, is read by 70 per cent of their victims. High-class medical propositions accepted. Minimum rate, 4c., plates.

**CRABTREE'S CHATTANOOGA PRESS,** Chattanooga, Tenn., \$42.50 circulation guaranteed, prevent 350,000 readers. Best medium South for mail-order and general advertising. Rate, 15 cents a line for keyed ads. No proof, no pay.

PAPER.

**BASSETT & SUTPHIN,** 45 Beekman St., New York City. Coated papers a specialty. Diamond B Perfect White for high-grade catalogues.

ADVERTISING.

**JOHN CUTLER, WRITER OF ADVERTISING.** Box 2312, Boston, Mass.

PRINTING.

**PRINTING—Envelopes, Billheads, Tags, Cards and Statements \$1.50 per 1,000 up.** Get our prices for other work. **MERIT PRESS,** Bethlehem, Pa.

CEDAR CHESTS.

**MOTH-PROOF Cedar Chests—Made of fragrant Southern red cedar and absolutely proof against moths. Prices low. Send for booklet.** **PIEDMONT FURNITURE CO.,** Statesville, N. C.

PREMIUMS.

**RELIABLE** goods are trade builders. Thousands of suggestive premiums suitable for publishers and others from the foremost makers and wholesale dealers in jewelry and kindred lines. 50-page list price illustrated catalogue, published annually, 35c. issue now ready; free. **S. F. MYERS CO.,** 47w. and 49 Maiden Lane, N.Y.

ADDRESSING MACHINES.

**ADDRESSING MACHINES—No type used in the Wallace stencil addressing machine. A card index system of addressing used by the largest publishers throughout the country. Send for circulars. We do addressing at low rates.** **WALLACE & CO.,** 39 Murray St., New York. 1310 Pontiac Bldg., 358 Dearborn St., Chicago, Ill.

**THE STANDARD AUTO ADDRESSER** is a high speed addressing machine. run by motor or foot power. System embodies card index idea. Prints visibly; perforated card used errors impossible, operation simple. Correspondence solicited.

**B. F. JOLINE & CO.,** 123 Liberty St., New York.

BOOKS.

**PATENTS THAT PROTECT—72-p. book mailed free.** **R. S. & A. B. LACEY,** Patent and Trade-Mark Experts, Washington, D. C. Established 1869.

ELECTROTYPERS.

**WE** make the electrotypes for **PRINTERS' INK.** We do the electrotyping for some of the largest advertisers in the country. Write us for prices. **WEBSTER, CRAWFORD & CALDER** 45 Rose St., New York.

PUBLISHING BUSINESS OPPORTUNITIES.

**ATTRACTIVE SPECIALIZED PUBLISHING PROPERTIES:**

Mail Order Paper .....	\$1.000
Local Monthly .....	2.500
Monthly Trade Paper .....	4.000
Special Agricultural Monthly .....	8.000
Special Household Monthly .....	20.000
Technical Monthly .....	40.000

Ambitious advertising solicitors should investigate.

**EMERSON P. HARRIS,** 253 Broadway, New York.

DESIGNERS AND ILLUSTRATORS.

**DESIGNING, illustrating, engrossing, illuminating, engraving, lithographing, art printing.** **THE KINSLEY STUDIO,** 245 B'way, N. Y.

DISTRIBUTING.

**DISTRIBUTING** was placed during the month of April in every town of any consequence in the Southeast by the **Bernard Advertising Service** for four of the largest users of house-to-house distributing in the U. S. Write for estimate to **CHAS. BERNARD,** Savannah, Ga.



## HALF-TONES.

**PERFECT** copper half-tones, 1-col., \$1; larger 10c. per in. **THE YOUNGSTOWN AND ENGRAVING CO.**, Youngstown, Ohio.

## NEWSPAPER HALF-TONES.

N 2x3, 75c.; 3x4, \$1; 4x5, \$1.60. Delivered when cash accompanies the order. Send for samples. **KNOXVILLE ENGRAVING CO.**, Knoxville, Tenn.

**HALF-TONE** or line productions, 10 square inches or smaller, delivered prepaid, 75c. 6 or more, 50c. each, Cash with order. All newspaper screens. Service day and night. Write for circulars. References furnished. Newspaper process-engraver. P. O. Box 415, Philadelphia, Pa.

## CLASS PUBLICATIONS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,500 (C). 253 Broadway, New York.

## CARD INDEX SUPPLIES.

**THAT'S** all we make. Our prices are right. Sample sets and prices upon request. **STANDARD INDEX CARD COMPANY.** Rittenhouse Bldg., Phila.

## SUPPLIES.

**W. D. WILSON PRINTING INK CO., Limited,** of 17 Spruce St., New York, sell more magazine cut inks than any other ink house in the trade. Special prices to cash buyers.

## PERIODICAL PUBLICITY.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,500 (C). 253 Broadway, New York.

## ADVERTISEMENT CONSTRUCTORS.

**AD** in rhyme, 25 cents. Any business. **C. E. COOPER,** Ashland, Mass.

## H. K. STROUT.

Inexpensive advertising that brings results. Address him, 2421 N. 20th St., Philadelphia.

**OUR STAFF** of expert writers and designers will make your advertising or your booklet a paying investment. Phone, 2750 Gramercy, R. C. GAMBEE, Flatiron Building, New York.

**P**ERHAPS a recent circular of mine, treating of the possibilities of the "Follow Up Letter," might interest you! If so I will gladly mail you a copy of it—free, of course. No. 47, FRANCIS I. MAULE, 402 Sansom St., Phila.

**Ads that advertise**  
ERNEST C WHITE  
LIBERTY NY  
Persuasion made interesting. Inquire.

**I** HAVE RECENTLY PERFECTED a system by which unique and effective advertising may be accomplished with the envelopes used for your regular daily correspondence. My system can readily be adapted to any business or profession, and admits of an endless variety of novel and attractive features. I invite correspondence from any advertiser interested in a thoroughly dignified, inexpensive and infallible plan for securing public attention. Please mention "Advertising Envelopes" when you address me in this connection. No. 49, FRANCIS I. MAULE, 402 Sansom St., Phila.

**MY** work is—providing business, obtaining advertising for a few clients. I originate and write clear, forcible, convincing magazine and mail-order advertisements. For many years I have written ads, booklets, pamphlets, catalogues, follow-up letters, etc., for the most exacting customers, covering a wide range of subjects, from pianos to patent medicines, from canned goods to machinery, etc. Never struck a failure. If you are very particular about your advertising, write to me. Results to you continual. My services temporary or continual, month or piece. CLIFDEN WILD, 518 Royal Insurance Building, Chicago.

## IMITATION TYPEWRITTEN LETTERS.

**IMITATION** Typewritten Letters, "Small Quantities at Small Prices," 100, 65c.; 200, 95c. 300, \$1.25; 500, \$1.95, prepaid. Write for booklet and specimens. **HOPKINS CO.**, 1 E. 42d St., N. Y.

## TRADE JOURNALS.

**HARDWARE DEALERS' MAGAZINE.** Circulation 17,500 (C). 253 Broadway, New York.

**"REAL ESTATE."** Amsterdam, N. Y., circulation 3,000, for real estate dealers and owners; \$1 a year; names of buyers each month.

## ADVERTISING NOVELTIES.

**AGENTS** wanted to sell ad novelties, 2% com. 5 samples, 10c. **J. C. KENYON**, Oswego, N. Y.

**CRYSTAL** Paper Weights with your advertisement, \$15 per 100. Catalog adv. novelties free. **ST. LOUIS BUTON CO.**, St. Louis, Mo.

**NOVELTY** Salesman—Add our line to yours, twenty per cent and a money maker. Samples for the asking. **UNIVERSAL NOVELTY CO.**, 924 Elm St., Toledo, Ohio.

**WRITE** for sample and price new combination Kitchen Hook and Bill File. Keeps your ad before the housewife and business man. **THE WHITEHEAD & HOAG CO.**, Newark, N. J. Branches in all large cities.

**Color Barometers.** The latest novelties in 6½ envelope, penny postage. 25 per 1,000, including imprint. Send 10c. for sample. **FINK & SON**, 5th, above Chestnut, Philadelphia.

**BUSINESS\$  
SUCCESS\$**

DIRECT MAIL-  
DRUMMING  
CREATES NEW  
BUSINESS. LET  
US SHOW YOU  
HOW.

**WARD & DeLAY**, 40 Dearborn St., Chicago. Originators of illustrated letters.

## TO LET.

**TO LET.**—The offices, No. 10 Spruce Street, for nearly thirty years occupied by Geo. F. Rowell & Co., Advertising Agents, consisting of the store floor, 25x38, and basement and subcellar of same dimensions; also janitor's apartment. Possession given Sept. 18th. Apply to **RULAND & WHITING CO.**, Real Estate Agents, No. 5 Beekman Street, New York.

## TIN BOXES.

**IF** you have an attractive, handy package you will sell more goods and get better prices for them. Decorated tin boxes have a rich appearance, don't break, are handy, and preserve the contents. You can buy in one-half gross lots and at very low prices, too. We are the folks who make the tin boxes for Cascarets, Huylers, Vaseline, Sanitol, Dr. Charles' Flesh Food, New-Skin, and, in fact, for most of the "big guns." But we pay just as much attention to the "little fellows." Better send for our new illustrated catalog. It contains lots of valuable information, and is free. **AMERICAN STOPPER COMPANY**, 11 Verona Street, Brooklyn, N. Y. The largest maker of **TIN BOXES** outside the Trust.

## DOUBLE YOUR BUSINESS

**I** OFFER my service as a Business Engineer for a year. If I succeed in doubling your business, you pay me a small commission. If I fail, you have acquired expensive information and I have lost valuable time.

My booklet—Doubling a Business—will be sent you on request. Write for it on your letter-head. The booklet explains in detail my original trade-expanding plan. Send for this booklet to-day—it is absolutely free.

**ALT. F. CLARK**, General Mgr.,  
**THE BARNARD SYSTEM**, Dept. 19,  
87 Nassau St., New York.



# Always at the Top

The following letter, written under date of July 29th, has just been received at THE BREEDERS' GAZETTE office from Henry Field, the seed-corn man of Shenandoah, Ia. :

"I enclose with this a copy of the results of my advertising for the past season. Your showing is one to be proud of, for your home territory (Illinois) was weak for the seed-corn business this year and most Illinois papers fell off badly. If it had not been for that fact you would have been so far ahead of all the rest that they would look like 'also rans.'

"Other papers may come and go, may spurt to the head of the list or fall to the foot, but THE BREEDERS' GAZETTE may always be depended on to show up right at the top of the heap every time, good year or bad year, rain or shine.

"As long as I am an advertiser, which will probably be for 50 years yet, you may be sure of a place on my 'preferred list.'

"Long may you wave.

"Yours truly,

"HENRY FIELD."

Prof. Henry, Dean of the Wisconsin College of Agriculture, refers to THE GAZETTE as "The Farmer's Greatest Paper." Write for a specimen copy and rate card. Address

**SANDERS PUB. CO.**

**358 DEARBORN STREET,**

**CHICAGO, ILL.**

# TEN TALKS TO MANUFACTURERS.

## No. 3

Mr. Magazine Advertiser—

Who Buys Your Goods?

And **where** do your buyers live?

In cities only?

Where magazine advertising reaches only a small percentage of your **possible** buyers?

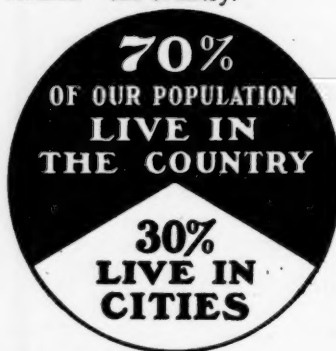
If so, you are **not** reaching your **greatest** market-place.

You are **not** developing your **possible** market-place to its **greatest** buying point.

You are ignoring **two out of every three** possible buyers by confining your advertising to "class" publications which can only reach **one out of every three** of the buying public.

In Talk No. 2 we stated and proved the statement that your market-place is where there are the most buyers—in other words, where the most people live.

Uncle Sam tells us that the most people in his domain live in rural communities—live in the country and in country towns of less than 10,000 population. Fifty-six millions out of the possible eighty millions live in what is termed "the country."



And yet you turn a deaf ear to the **wants** and needs of this **vast** army of **buyers**.

And **why**?

Is it because their wants, their needs, their desires, their natures are different—indifferent, if you please, to the necessities of life, comforts, conveniences, luxuries, etc., which you have to offer to them through advertising that causes you to ignore

**two out of every three** who live in these United States?

Is it because they do not have money to buy what you have to sell?

**Sixty-five per cent** of them own their own homes, while **fifteen per cent** of the people living in cities own their homes.

Which do you think have the most money to buy that which you have to sell?

Is it because they do not have **need** for what you have to sell?

(See opposite page.)

# WHO BUYS YOUR GOODS?

Let us analyze this peculiar (?) kind of American citizen who numbers **two to one** of our entire population and see wherein his brand of human nature is so irresponsive to the things he **must** buy—necessities—food and clothing; to the things he **must** buy if he obtains the comforts of life; to the things he **must** buy if he enjoys the many inexpensive luxuries of life, and see if we can give a plausible reason **why** he is not just as amenable to your wares as his city cousin.

Let us look up something of his ancestry.

Are you aware that every President of these United States, excepting Roosevelt, was born a farmer?

Is it not a fact that the heads of our greatest mercantile houses (and possibly you yourself) were country-born and country-bred? The same is true of our most famous statesmen, and all down the line history reveals the fact that the brain as well as the brawn of the country came in a goodly proportion from the farm.

Is this not evidence sufficient that the kind of human nature on the farm is the same as that off the farm? The only difference is the environment, and even this is in both your and the ruralist's favor.

People on the farms and in the country towns and cities buy with equal liberality of the average merchandise and even luxuries as do the people in the overcrowded cities.

If you could but canvass these homes you would find in them pianos, high-grade furniture, home furnishings, libraries, clothing, tableware, jewelry, in fact everything of equal grade and in equal quantity to that found in the home of the urbanite.

## WHY DON'T THEY BUY THEM FROM YOU?

Simply because you do not let them know through the mediums they read that you have them to sell.

## THAT'S THE REASON.

Will you continue to ignore **two out of every three** of these possible buyers? Or, will you write and ask for a list of the mediums that reach this undeveloped market-place?

It's time for you to **act** if you hope to enlarge your business to any great degree and get your goods established in this the richest market-place in the world. For list and more information address The

**National Agricultural Press League**

J. LEWIS DRAPER, Secy.,

Marquette Building,

CHICAGO.

**Look for Talk**

**No. 4**

# Can I Be of Help TO YOU

---

**I** WOULD like to hear from advertisers who want to install a mail-order department in connection with their general advertising;

From merchants and manufacturers who have never advertised but who now wish to do so;

From individuals who contemplate going into a business which they will advertise;

From concerns that wish simply to do circularizing;

From persons about to start a mail-order business—merchandise, medical, financial, educational, etc.;

From mail-order advertisers who need new things written, or old things—found to be a failure—re-written or revised;

From men who have the capital and the inclination to start a mail-order business if they found the right scheme.

**I** AM a writer and planner of advertising campaigns—that and nothing more. I am not touting for any advertising agency or publication. I will not try to sell you anything that you will later lose your money trying to sell to others. The fact that I have conducted an independent office for upwards of ten years, that has subsisted entirely by written words, proves, surely, that my writings have been profitable to my clients. I employ no \$15-a-week assistants—nor at any other price—to do the work that you confide to me, but fulfil all orders personally.

**C**ONSERVATIVELY I can estimate that more than three million (3,000,000) dollars have been spent by American and British advertisers on what I have written, in appropriations ranging from a few hundred dollars a month to \$375,000 a year. The majority of them were started by me—I wrote every line of advertising matter used—and the fact that they are advertising to-day along the lines I laid out for them would prove that what they paid me was money well spent.

Also, I am not a mere theoretical advertising man, as the great majority are. I have been part owner of a business that has spent close to \$100,000 a year in periodical advertising—so I know what it is to sign large checks for a few printed words.

**M**Y BUSINESS is devising and planning advertising campaigns—the size of your appropriation, in either extreme, will not startle me. I write advertisements, booklets, follow-up letters, circulars, install advertising systems, etc. I can put your advertising department in such shape that it will practically run itself.

I can do such work for you no matter what you advertise, or whether you place your advertising direct, or through an agency, or whether you confine yourself to circularizing. I work for the interests of the advertiser independent of any individual, agency or publication.

**T**HE 1905-06 advertising season is about to start, and I would like to hear from advertisers who are anxious to increase their receipts the coming year.

Write me what you want done and I will tell you how I will do it, and what my charge will be. Many an advertiser has strengthened a weak point on just such an answer, even though he never placed an order with me.

**EUGENE KATZ,**  
506 Bush Temple, Chicago.

I can come to your place of business, if necessary. Wire or write me.

# **Richest Field in Ohio:**

---

## **DAYTON and SPRINGFIELD**

More manufacturing per capita than any other Ohio cities. Trading centers of 12 populous and prosperous counties.

### *The News League* --- **OF OHIO**

Consisting of

**THE DAYTON DAILY NEWS**

AND THE

**SPRINGFIELD DAILY NEWS**

(Formerly The Press-Republic)

covers this most excellent field to the practical exclusion of other daily mediums.

### **A Typical Situation for a "Try-Out"**

**La Coste & Maxwell,**  
Eastern Representatives,  
Nassau-Beckman Bldg., N. Y.

**John Glass,**  
Western Representative,  
Boyce Bldg., Chicago.

## BUSINESS AND STORE MANAGEMENT.

How to get the full value of advertising by rightly conducting the business, and how to make business more profitable by a judicious system of advertising.

Subscribers are invited to ask questions, submit plans for criticism, or to give their views upon any subject discussed in this department. Address Editor Business and Store Management, Printers' Ink Publishing Co., 10 Spruce St., New York.

If you happen to sell shirts and, finding yourself with quite a stock of broken lots on hand, put them in the window at a cut price, be sure to say that they are broken lots. Say "not every pattern in each size" or its equivalent, so that there need be no disappointments on the part of would-be customers who fix their choice on a pattern that appeals to them in the window, only to find that all of that particular style are too large or too small. I had a disappointment like that the other day, so I know just how it feels.

\* \* \*

And speaking of cut prices reminds me to say that it is about time to be letting go of summer goods that you don't want to carry over. Everything that is distinctly a summer article, and especially those things which are likely to be displaced next summer by later styles or improvements ought to be cleared out promptly, for if they are not moved within the next three weeks they will probably not move at all—certainly not without a still deeper cut in price. So the thing to do is to decide just what lines ought to be moved and then fix prices that will move them. Cutting early on seasonable goods not only gets the goods out of the way and gives you a chance to turn your money, but it stirs trade up when otherwise there would be very little doing, and helps to sell other goods at regular prices and regular profits by bringing the goods and the possible customers together. In other words, don't wait till nobody wants summer goods before you cut their prices, and don't expect to create any great excitement by a cut of ten or fifteen per cent—make it twenty-five at least if you are really in earnest,

and if you're not in earnest, don't cut at all.

\* \* \*

Another little point about advertising cut prices—don't say simply "Every Summer Suit In the Store at 25 per cent Off," because, if you could know, you'd be surprised at the number of people who will fail to grasp the exact meaning of that statement. The way to advertise cut prices is to print the old and the new prices, then anybody who can read will know exactly and without mental effort just what the reductions are. And when you print old prices, be sure that you print those at which you have been selling that particular line regularly, and not higher ones, in order to make the cut seem greater. Don't say "worth" so and so, either, so as to justify, without a deliberate lie, a deception as to regular former prices. Just say "was" so much, "is now" so much and let it go at that. That will be plain enough for anybody.

\* \* \*

A great many merchants handicap themselves and discredit their special sales by what they seem to regard as a rather clever business trick. Take for instance a shoe dealer with a lot of small lots to clean up at the tail end of the season. He decides upon \$1.50 as the sale price and advertises \$2, \$3, \$4, \$5 and maybe \$6 shoes at that price "to make a quick clean-up of odd lots and broken lines." That is all right, so far as it goes, even if all the shoes above the \$2 grade are a bit out of style or not quite up to the scratch in some other respect, for he hasn't promised anything as to style and people have learned that when even a \$3 or \$4 shoe is sold for \$1.50 it's pretty sure to be a little "out" somewhere. Mr. Shoeman tells the truth, but he doesn't tell

the whole truth, for he says nothing about the regular \$1.50 goods that he has mixed in pretty freely in order to fill the sizes and get his regular profit on a good many of the sales. It isn't the shoeman alone who does this; it's a pretty common practice in many lines and it comes pretty near to being downright crooked. The argument that the customer gets the regular or usual value for her money doesn't let the merchant out by any means; the customer does not get what she is led to suppose she is getting, and what she has a right to expect, and that leaves no chance for an argument as to whether it is a square deal. That sort of thing re-acts too, sooner or later, and in the long run it does not pay.

\* \* \*

There is no earthly reason why every Tom, Dick and Harry in a store should know the cost of the goods he sells. It was necessary in the old days in order that the clerk might determine how much he could cut the price and make a sale without giving up all the profit. But in these days of one price to everybody, only the proprietor and those who buy and mark the goods need know the private cost mark of the house, and the fewer there are who possess that knowledge the less opportunity there is for information to find its way to your competitors as to what any certain line or lines of goods are costing you. Only the person who checks and marks the goods should have access to the invoices, and they should not be left around on shelves and counters, as they often are, where anybody who happens along can determine what you pay for your goods and what percentage of profit you make.

\* \* \*

Every store which buys standard goods on which prices are likely to vary from time to time and among different jobbers should keep a "cost" or "quotation" book in which to record the discount on each of such lines, as shown by the latest invoices, as

well as quotations made by mail or traveling men. It doesn't take a minute to make the necessary entries and it saves time and money when buying-time comes for it shows at a glance what you paid last, when and from whom you bought (just the date and the firm initials being sufficient) and whether you have had any later and lower quotations. This saves burdening your mind with a lot of figures which it may or may not retain, besides the time that would otherwise be spent in rummaging through a lot of bills to find out before re-ordering from whom you bought last and what you paid.

\* \* \*

In a previous installment of this department, I said that every bill coming in should be examined in every particular—correctness of prices, of quantities, of computations, extensions, footings, etc.—and each man responsible for one or more of such examinations should write his initials on the proper line of a rubber stamp blank provided for that purpose. I should have added that as soon as an error is discovered, no matter what its nature or in whose favor, it should be reported at once. To report an error in your favor indicates a purpose to be honest and inspires confidence in those with whom you deal, which in turn affects your credit. To report promptly an error against you, shows that you are watching the details as a careful business man should, and that too will have its influence, slight though it may be, in the matter of credit. No matter how errors may affect the total of the invoice, it should be entered for the full amount and charges or credits made to correct it. This will avoid confusion in checking-up statements, etc., making the entry of that particular bill correspond exactly on the books of both buyer and seller and insuring its easy and positive identification.

\* \* \*

There are two ways of marking goods—at a fixed percentage of profit or at what the article looks



to be worth, and I believe the latter is the better way, assuming, of course, that the person who fixes prices exercises good judgment. When an article that you have bought to sell at twenty-five cents looks like a good money's worth and a sure seller at thirty cents, and is a good value at that price, mark it thirty cents and sell as many as you can at that rate. Then, if it seems desirable later on to make a cut and clean them up, you can make a good deep one and still maintain your usual percentage of profit on the average. On the other hand, if the article you've bought to sell at a quarter isn't up to the usual standard of a twenty-five-center, you would be doing yourself an injustice to mark it at the usual rate of profit and you'd better send it back or sell it for less. The best way to mark goods is as people buy—by such evidences of quality and general desirability as appear to the eye and the touch. This advice, however, should not stand in the way of your handing along to your customers at a very low price a good thing which, owing to some unusual circumstance, you have been able to buy at much less than the usual, for that is an excellent thing to do at frequent intervals.

\* \* \*

Sell everything that you can from the sample—it saves a lot of time—yours and the customers'. Of course, you can't sell dry goods satisfactorily in that way, and you'd better not sell carpets that way if you carry a stock, though many dealers in small towns show a big line and sell a lot of carpet without owning a roll. But a lot of things can be sampled that ordinarily are not, and the contents of a dozen or a score of boxes be shown just as effectively on a small board as if those boxes were turned out on the counter and handled one by one. This is particularly important in a store where shelf and counter room are not too plentiful. In fact the larger things should be sampled, too. Take, for instance, a large store with a

small frontage, or with its greater part upstairs or around in an "L," out of sight. The goods in such portions of the store should be represented in the windows or where they will be seen by those who do not ordinarily penetrate to that part of the store where they are kept, for people very often will not ask for what they cannot see.

\* \* \*

If you can create among your competitors, by frequent special sales in which profits are apparently disregarded, and by low prices all along the line, the impression that you "can't stand it long," you'll get some valuable free advertising. For some of them will say such things to their customers when confronted with your lower prices, and that, of course, will constitute an acknowledgment that your prices are lower. In the average town you can create that impression without serious sacrifice of profits, and so long as you pay your bills promptly, without impairment of your credit; for the average conservative merchant who hasn't studied and applied modern methods of merchandising sees the immediate finish of anybody who sells anything desirable at less than the usual profit, and forecasts a business future from which even the occasional price cutter is eliminated by his own rash disregard of "legitimate" or "living" profits. Of course, he discovers finally that the judicious "cutter" has won away many of his best customers, who are now buying of the aforesaid "cutter" at regular or very near to regular prices; but by that time he has helped the "cutter" immeasurably by predicting on all occasions his early and self-enforced retirement from business.

—♦♦—

A FINE portfolio of display types available for advertisers comes from the *Evening Standard* and *St. James Gazette*, London. Provision has been made for the addition of new faces by pasting sheets to be issued from time to time on tabs in the back. This book does much to discount many of the rumors that have been circulated in the United States regarding the adamant conservatism of London newspapers in matters of display.

## READY-MADE ADVERTISEMENTS.

Readers of **PRINTERS' INK** are invited to send model advertisements, ideas for window cards or circulars, and any other suggestions for bettering this department.

J. M. RYAN,  
Real Estate and Investment Securities.  
OLD ORCHARD, Me., July 15, 1905.  
*Editor Ready Made Department:*

DEAR SIR—I inclose a few advertisements that I got out and run in our local paper. If agreeable and convenient, I would be very glad to have the Little Schoolmaster's criticism of them. Yours very truly,

J. M. RYAN.

The first thing that strikes me about these ads is that they are bottom side up, the signature and address appearing at the top and occupying nearly a third of the four and a half inch double-column space. Following the signature and address is a chunk of philosophy that has no particular application to the real estate business, and this takes another third of the space. When you finally get down to the meat of the thing it is very good indeed, but it is necessarily brief because two-thirds of the space, and the best two-thirds, have been used up with matter of less importance. Putting the name at the top, always in the same size and style of type, is likely to convey the impression that the ad is not changed and lead to its being skipped. In the ad reproduced below, for instance, Mr. Ryan is after a man who has \$2,000 and the disposition to invest it if somebody will show him how he can do so to advantage. The present headline, or largest display line, "Ryan's Real Estate Agency," might not suggest an investment, while "A \$2,000 Proposition That Ought to Show a 50 Per Cent Profit in 12 Months" would be reasonably sure to awaken his interest, lead him to read further and perhaps to investigate. He doesn't care about the philosophy, he isn't looking for "saws" and wise sayings that have nothing to do with the case, and the introduction of such things isn't likely to influence him a

cent's worth one way or the other. If anything, they will distract his attention and lead his thoughts into other channels. The name of the concern making the offer is not, in such a case, of first importance, and he is satisfied if, appearing at the bottom in small type, he finds it to be one that is known to him as a reliable firm. The offer is the main thing, and the less preamble the better. The headline ought to indicate the character of the offer, and, if possible, to feature some one of its important points. Mr. Ryan may be well within the truth in his estimate of the possible profits, but it would seem better to underestimate them a little and have them more widely accepted, for most any man who knows enough to get \$2,000 together knows that, ordinarily, 50 per cent investments do not go a-begging and do not often have to be advertised at all. These ads, which, by the way, appeared in the Old Orchard (Me.) *Mirror*, are of very attractive typography:

### RYAN'S REAL ESTATE AGENCY.

Rooms 9 and 10 Libby Block,  
Old Orchard, Me.

A man may be dishonest though he never cheats or steals in money matters. Did you ever think of that? If you lack confidence in your neighbor it is a good reason for him to keep an eye on you. And he generally does.

Look Here, Mr. Man!

I've got something in a \$2,000 proposition which ought to show 75 per cent profit in 18 months; 50 per cent profit in 12 months; 25 per cent profit in the next 4 or 6 months. Now, will somebody call that hand?

Some of you will be telling your friends, "in the good old winter time," how near you came to a good thing. You know the wise saw: "The man who fails is he that puts off the start." Never was such a chance for a winning start.

Here's another of them, in which I have taken the liberty of cutting out the moralizing and placing the signature at the bottom, making it, in my humble opinion, a good 10 per cent

stronger than as it originally appeared:

#### FOR A HOME OR AN INVESTMENT.

Beautiful, modern, 8-room and bath cottage, hot water heat, cemented cellar, carriage house and 2-stall stable on large lot (90 feet street frontage), bearing fruit trees, magnificent view of land and sea, convenient to everything, price \$2,000. You might begin now and buy property in Old Orchard every month in the year and not find another such a bargain.

**RYAN'S REAL ESTATE AGENCY,**  
Rooms 9 and 10 Libby Block,  
O'd Orchard, Me.

*Science as Applied to Baked Beans  
and Brown Bread.*

#### A Scientific Fact

Worth remembering—Vegetables, in many cases, contain more nourishment than an equal quantity of meat.

No food is richer in muscle-building matter than our baked beans and brown bread, for when we prepare them you get the best article it's possible to make.

Send us your order by 'phone or post card and don't keep the fire going this warm weather.

15 cents a quart. 5 and 10 cents a loaf.

**STREETER'S WHITE  
BAKERY,**

546 Main St.,  
Springfield, Mass.

*From the New Holland Clarion, New  
Holland, Pa.*

#### Heating.

The sun is doing the work of heating now, but the summer will pass rapidly and you must have heat in some other form to keep you comfortable next winter. Now is the time to put in a heating system, so that with the first brisk snap of cold weather you can start 'er up for good. We know many makes; we've studied heating for years, and the best is "Gurney," either for steam or hot water. We put up Cooking Ranges with which you can heat several rooms. Let us talk the heating question over with you.

**BLUE BALL MACHINE  
WORKS.**

P. E. Shirk,

Blue Ball,

Pa.

*This One From the Evening Wisconsin,  
Milwaukee, Wis., Ought to be a  
"Puller."*

#### Kodak Films

left at our store before 11 a. m. to be developed can be called for at 5 p. m. Films left before 4 p. m. can be called for the next morning at 9.30.

Remember we carry a full line of Fresh Film, Eastman Non-Curling Film, of course.

**MILWAUKEE PHOTO  
MATERIALS CO.,**

427 Milwaukee St.,  
Milwaukee, Wis.

*A Good One For Ladies' Oxfords.*

#### For Comfort's Sake

don't miss wearing oxfords the balance of the season. Built right they contain more solid comfort to the square inch than any other form of foot covering made. We've a splendid variety of Ladies' Oxfords in every good leather at \$2, \$2.50 and \$3 and you'll get what you want here and have from 50 cents to \$1 more change in your pocket than if you purchase elsewhere. Try it.

**CLOHESSEY & GORMAN,**  
175 Main St.,  
Danbury, Conn.

*A Short, Strong Life Insurance Argument,  
From the San Francisco (Cal.)  
Bulletin.*

#### Chats

Will your widow live as well as your wife? Most men hope so. Most men have set a time to take out insurance. Came upon a man Saturday who was "now ready." Examination showed kidney disease. Could not take him, of course. Don't you see that delays are dangerous? Here's the best company in the world right in your home city. No policies like Pacific Mutual policies. Do it now. The San Francisco Branch of the Pacific Mutual Life Insurance Co. of California. Crocker Building. Walter Hoff Seely, Manager.

1611 Edgley Street,  
PHILADELPHIA, Pa., July 14, 1905.  
*Editor Ready Made Department:*

MY DEAR SIR—This little advertisement appeared in a programme for a dance, given by the employees of a large manufacturing plant.

I wrote it. If it is pretty fair, I can write more just as good. If it is bad, I can write more just as bad.

I am one of those ambitious fellows, very anxious to learn the art of writing good advertisements.

I read PRINTERS' INK, and other "not as good" advertising journals, write advertising for nix, just to have the practical experience. Thank you,

RAY T. GALLAGHER.

It is "pretty fair," Mr. Gallagher; in fact, very good and most appropriate for a dance programme of the "First Grand Entertainment of the Lace Finishers, etc." They may not care to be reminded of the whistle, and then, again, it may add to their enjoyment to be reminded that for the time the whistle has no power to disturb them—that is a matter for the psychological sharps to figure out. Perhaps just the suggestion of "A Cold Bottle" would have made a better headline. However, there is nothing to quarrel with in your little ad, though the suggestion to "Phone your order in the morning" might have strengthened it a bit. Maybe some other milkman will want to use it in his newspaper, so here it is:

**WHEN THE WHISTLE BLOWS.**

A "Cold Bottle" on the side will add enjoyment to the midday lunch and it's so refreshing on a hot summer's day. Served daily in factory, mill and home.

LESTER MILK CO.,  
15th and Race Streets.

*Good Coal Reasoning.*

**Why Coal Is Better**

There is more than one inducement in buying Coal now. Aside from the fact that you get Coal at summer prices, you also get Coal that is cleaner. No matter how carefully Coal is handled in winter, some ice, snow or dirt will cling to it. Clean out all Coal dust from your bins, and order a fresh lot of good Coal now.

STAPLES COAL CO.,  
Taunton, Mass.

*A Straight From the Shoulder Hit at the Man of the House. From the Da'ly Texarkanian, Texarkana, Ark.*

**It Isn't Woman's Work**

This digging into the recesses of a dirty coal stove, carrying hods of coal and loads of ashes. In fact it isn't anybody's work.

No one who is within piping distance of Gas Mains has any excuse for having a coal stove in the kitchen when a Gas Range installed in your kitchen costs only \$16 or \$18 with \$1,000 feet of Gas free.

TEXARKANA GAS &  
ELECTRIC CO.,  
Texarkana, Ark.

*Thompson's Talks on Interior Decorating, in the New Haven (Conn.) Evening Register Are Always Timely and Sensible.*

The interior decorations of a house may be very fine—that is, costly—yet lack the personal touch and the connectedness that show good taste.

It does not cost any more to have your decorations harmonize than it does to have them "make faces" at one another. Simply takes a little more thought and time.

If you haven't the time to do it let me do it for you.

At any rate drop around to "The Shop" and let's talk it over.

CHARLES P. THOMPSON,  
New Haven, Conn.

*A Laundry Ad From the Manayunk, Phila., Sentinel.*

**Are Your Collars Giving Out ?**

Nothing so quickly ruins the best linen collars you can buy as acids and cheap soap. True, they eat the dirt right out of the linen—but they eat the linen out, too!

By using the finest soaps and double distilled water and avoiding chemicals of any kind, collars done up at our laundry have a better finish and last longer.

Our way is more expensive, but the saving to you will be considerable.

MANAYUNK LAUNDRY,  
Manayunk,  
Philadelphia, Pa.

*An Invitation That is Likely To Find Ready Acceptance by the Newly Wed. From the Geneva (N. Y.) Daily Times.*

## Married, Or Going To Be?

Then let us please have the honor of making your bridal portraits. We would not urge the matter, only we have had such marked success in the past with pictures of brides, grooms, wedding parties, presents, etc., and are positive that we can thoroughly please you. Surely the high quality of work we will give you, and the modest price we will quote you will leave no doubt in your mind that the place to go for bridal portraits is

STUDIO,  
29 Seneca St.,  
Geneva, N. Y.

*Match Making Mammas Will Please Sit Up and Take Notice That a Course in Dressmaking is Now One of the Essentials to Early and Happy Union. Not a Bad Idea. From the Germantown (Phila.) Telegraph.*

## Men Are Looking For Good Dressmakers

No man who is contemplating matrimony wants to marry a parlor ornament.

In these days of luxury and extravagance the girl who is useful as well as ornamental is the most sought for.

We'll teach you how to learn dressmaking thoroughly in a very short time and at modest cost.

If interested, write us today. Open for business every day and evening, except Friday and Saturday.

AROSON'S DRESSMAK-  
ING SCHOOL,  
3832 Germantown Ave.,  
Germantown,  
Philadelphia, Pa.

*How Mr. Milton Wise of the Lima, O., Republican-Gazette Helps Advertisers in that Paper Through the Preparation of Good Copy.*

## Do You Use Vanilla Extract?

Women who bake realize it is nearly impossible to buy good vanilla at grocery or drug stores.

We must have the best for our soda syrups.

Therefore—we buy our own Mexican Vanilla Beans; make our own Vanilla Extract.

We know, then, that it is pure and unadulterated.

We have placed this Extract of Vanilla on sale.

It costs you no more than the inferior qualities.

15c. an oz.; 2 ozs for 25c.

HUNTER'S DRUG  
STORE,

Formerly Marmon's.  
Lima, Ohio.

*When You Have Anything to Announce, Just Announce It; Don't Waste Words by Saying You are "Able To Announce." The Doing of a Thing is Proof of Ability to do it. "We are Going to Move" as a Headline would Have Conveyed Information at a Glance and Saved Space and Words.*

## We Are Able to Announce

That within a few days we shall be able to move into the new and handsome store that we are fitting up in the Masonic Building.

We feel safe in making the assertion that the Danbury public will see one of the most impressive Jewelry Store interiors to be found in New England when we open for business.

And that the stock will be fully in keeping goes without saying.

Definite announcement of opening shortly.

WILSON,  
Jeweler and Optician,  
261 Main Street,  
Danbury, Conn.

# THE OPINIONS OF AN EXPERT UPON THE COMPARATIVE MERITS OF DIFFERENT ADVERTISING MEDIA.

As Advertising Director of the greatest street-car advertising system in the world I have been asked "how I can square myself for what I have said about street cars." That is easy. In what I have said there is nothing for me to square. I have been an advocate of good advertising of every kind at all times. In the past the methods of advertising in magazines, newspapers, street cars or billboards were not as good as they are to-day. I am pleased to believe I have had some share in improving the advertising conditions—certainly in magazines—and through them some influence in improving other forms of reliable advertising.

In the past it appeared to me that magazine advertising was most often the most effective for its cost, and I narrowed that down to advocating as the best the particular magazines in which I was interested, and while with the *Ladies' Home Journal* and later with the Butterick Trio I devoted all my study and energy to making the advertiser's expenditure profitable in them. That success attended my efforts, I believe will be conceded. To adopt methods that will make street-car advertising most profitable to the advertiser will be my study for the future.

Good salesmanship of advertising space requires the practice of the same ethical ideals that should govern good salesmanship of any goods; viz. the advocacy of the value of the goods you have to sell. For a salesman to prove that competing goods were valueless would not necessarily stamp his as valuable. When an advertiser wants to discuss the claims made for street car advertising in comparison with the claims made for magazines, newspapers or billboards, he will get from me, as far as I know—a fair statement of

what I believe to be the value to him of the competing mediums seeking his patronage.

My experience of fourteen years' close study of advertisers' needs, and how to help him will be of as much value to street-car advertisers as it has been to those who used the *Ladies' Home Journal* or the Butterick Trio alone or with other media.

No one can anticipate or provide against all the contingencies that may arise and that sometimes cause failure in advertising, but experience goes a long way to keep one from failure, when one knows the errors that led to the failure of many advertisers.

That in the main my efforts in selling space have been confined to the advocacy of the publication or medium that I represented, I think every reader of the *Woman's Herald* (edited by me since May, 1903) would have to concede, and that I stuck closely to my text—viz. what the Butterick Trio could do—not what some other medium or some other man could *not* do, as a reason why the Butterick Trio was worthy of the advertisers' patronage.

In my address on "The Value of Magazine Publicity" at the first Annual Convention of the International Advertising Association in Saint Louis on October 6, 1904, I stated that "the street cars, in their ability to serve advertisers are able to furnish profitably publicity for national advertisers, as well as local." I compared the magazine as being—and it is—100 per cent national. It has no opportunity for exclusive local advertising service whatever.

I spoke of newspapers, in their opportunity to serve advertisers as being almost 95 per cent local, and I conceded a place for the less than 5 per cent national advertising that appeared in the daily papers, if it is placed there to help the advertisers in the local field, and I concluded by saying that the I. A. A. was organized "to find out what constitutes the difference and where these several branches of

advertising service should be paramount." That is what I am engaged in doing now—trying to find out wherein street-car advertising is paramount in value, and wherein it serves with equal opportunity of profit when in competition with other forms of advertising and when it should supplement, or be supplemented by other forms of advertising.

\* \* \*

It must be apparent even to a casual observer that street-car advertising offers equal opportunity for profitable use for national, as well as for local advertising. This quality is not inherent to the same degree in other forms of publicity. Some people have said "you have to take back all that you have said against street cars." That is amusing, because I have never said anything against street cars.

\* \* \*

I placed advertising for the Butterick Publishing Company in the street cars each year for the past two years and I believe the object sought was accomplished each time. Every one who attended that Convention or read the masterly summing up of the advantages of street-car publicity in the address by Brodie B. Davis would have his eyes opened to many facts of great value that should be known to advertisers. That address is reprinted and I would be pleased to send it to any one who would like to know some of the reasons that should govern the selection of street cars by the advertiser.

\* \* \*

It has been said that magazine advertising is more effective for national advertisers when they use street cars at the same time. That opinion is based upon the theoretical value of repetition of the advertisement in a way and at a time that is distinctly different from the appearance of the advertisement in the magazine in the home, and the same thing may apply to the national advertiser in daily papers.

Regarding what street-car advertising alone has been able to do

for advertisers, data in the Street Railways Advertising Company's office and information from advertisers who testify to their own success has convinced me, and it should convince any fair-minded man, that street-car advertising alone for some lines of business is fully as profitable—and often much more profitable—than the use of magazines alone, or daily papers alone for the same lines of business.

\* \* \*

These facts were sufficient to induce me to become the Advertising Director of the Street Railways Advertising Company. Street-car advertising is a vital, live, profitable proposition for the advertiser which gives it the right to a distinct, individual and separate life as an advertising medium with a recognized standard of value, and it is not a hanger-on to the advertising skirts of any other forms of publicity although when used with them it is often the most effective of the forms used.

The axioms that apply to successful advertising in any form apply equally to street cars and through them receive their fulfillment to a greater degree than through other forms of publicity, so that even its opponents must acknowledge that to introduce or sell the advertisers goods it does some very desirable things that nothing else does as well.

\* \* \*

If I have been identified with the advocacy of any special advertising policy for years past, it has been the use of large space, so that some have said that if my theory were adopted generally, large space advertisers would eventually crowd out the small one. That has proved to be true, but while advertisers in leading magazines are fewer than ten years ago—more advertisements are larger, and the total space taken by advertisers is greater than in the days when advertisers were more numerous and space was much smaller, and with the adoption of the policy which I have advocated so persistently,



successes have been more pronounced and more numerous.

\* \* \*

In street cars the small advertiser gets the opportunity for large display without being overshadowed by the large advertiser, i. e. the man who spends a small amount of money in one, or two, or a dozen towns is not crowded out by the man whose pocketbook is big enough to make a similar display in ever car in every town in this country.

\* \* \*

Magazines offer the small advertiser no such equality of opportunity, unless he buys large space in small magazines of small circulation and then his touch with the great buying world is very slight and the comparative cost for circulation makes it almost prohibitive.

For the user of daily papers the only parallel to the street-car situation which I here illustrate would be for the advertiser to use daily papers in a small town where his pocketbook would enable him to buy pages and match up with the biggest advertiser in that town, but as in magazines, the newspaper cost for such space is prohibitive when compared with the cost of car space.

Eliminating the magazine or newspaper as a competitor on the basis of space for cost, the opportunity for the small advertiser is tremendously in favor of the street car.

\* \* \*

Another strong point in favor of street-car advertising over magazine advertising is that an advertisement in a magazine does not necessarily impress the reader that the goods are for sale in her town; in fact, so rarely is this the case that the advertisement usually tells the reader what to do in that event. But the woman who sees an advertisement in the street cars knows at once that the goods are for sale in her own town, and when there are only one or two local agents in the town the national advertiser in street cars can have the name of his agent—or agents—printed on

the cards of that city. It is well known that most newspapers and magazines owe their existence at their present selling price to their advertising revenue (many people object to so much advertising as some magazines now carry) and that is one reason why their advertising rates are so high compared with street-car rates. Street cars get their support from the fares paid. The income from advertising to the traction company is only incidental.

It has always been a question how much of the money invested in advertising in a magazine that dies a natural or unnatural death has been wasted. The assumption is, that if you spend money in such a magazine when it dies its clientele loses that continuous, persistent advertising which is one of the requirements for successful advertising.

"Keeping everlastingly at it" is not an advertising adage without a good reason. Do you realize that in the last twelve months ten magazines have been started? It is a little harder to learn the number of those that die. The newborn herald their arrival with trumpets, but the dying—well, they are forgotten. We have seen prestige attach itself to one magazine after another. The street car in persistency of its popularity is unequalled by any other form of advertising. Prestige does not always remain with any magazine. Coincident with prestige the circulation has an increase, so that it may be said that as the magazine increases in popularity, it usually increases its profitability as an advertising medium.

\* \* \*

Old magazine readers remember when the *Century* ran Civil War stories, and the *Century* circulation came in on a higher tide every month. The circulation of the *Ladies' Home Journal* from the four hundred and odd thousand when I went with it in 1891, steadily grew to nearly nine hundred thousand in 1900, and in that time it was recognized as the leading puller for most lines of

magazine advertising. *Munsey's* during that time came to the front with a tremendously rapid increase in circulation, and it too was—and is still—a gold mine for advertisers. *McClure's* did not have such a sensationally increased circulation episode, but it has grown steadily not only in circulation but in pulling appreciation, and I should class it during all these years as one of the very best advertising mediums in its class. Five years ago the *Delineator* put on a new dress and took a tonic that went with it and stepped lively from printing 500,000 circulation in 1900 to 1,025,000 in December, 1904. And during these five years it has grown to be an increasingly profitable advertising medium for more lines of goods that women buy exclusively than any other magazine I know; and last and most sensational comes *Everybody's*—and leads all the magazines of its type in its tremendous circulation, built up in almost twelve months, and at the same time steps from the rank of doubtful value to a leader in profitable publicity.

Another problem is unnecessary—duplication of circulation, which I have constantly denounced for its unnecessary costliness.

\* \* \*

With what other forms of advertising can you be as sure to reach the dealer as well as the consumer? For instance: which of the magazines that a good advertiser uses can he be sure is bought by the grocer; or in which is he sure that the grocer reads his advertisement?

I am inclined to believe that the unresponsiveness of retail grocers to advertising in magazines indicates that they do not read magazines, or at any rate, the advertisements, or he doubts the maintenance and effectiveness of the advertising. The same may be said of daily papers. A retail grocer has little time for morning papers. Most business men read the daily paper at breakfast or going down to business, but the grocer is often at business before you get your breakfast,

and at night goes home late tired, and when he reads his paper, I do not believe he takes up his time reading the advertisements.

But the grocer—like every one else—must ride in street cars. From some investigations that I made in New York I am very well satisfied that one of the most prolific reasons for the purchase of any new line of goods by the grocer is the demand created by street-car advertising.

The reliability and maintenance of an advertisement is one of the principal considerations that induces a dealer to stock a new product. The confidence of the dealer has so often been betrayed by advertisers in magazines and daily papers stopping their advertisements that it is little wonder he waits to see if the advertising is going to be maintained.

The dealer may know that the magazine advertisement has a life of usefulness for thirty days; although not the same kind of usefulness the street-car advertisement has, which by constant display does its work every day and all day long, and at night for the whole of thirty days. No magazine advertising does that. If a magazine advertisement is seen once in thirty days, that is all that is expected of it, and the advertisers are in luck if they get it. And the fact that the advertisement is in the daily paper to-day does not warrant the dealer in believing it will be there to-morrow—for most often it is not.

\* \* \*

But the fact that no street-car advertising contract is taken for less than three months is sufficient warrant for the dealer's confidence that the advertising will be maintained for at least three months. Therefore, no other form of advertising makes such an impression on the merchant and on his customer equally.

And this brings up the question, how much local advertising do you get when you buy newspaper space for national advertising if you want it all to be local?

Most of our great cosmopolitan

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daily papers have an extensive circulation outside of the city; some of them as much as sixty per cent. If you pay the rate, expecting purely local circulation for your money, you then pay twice the price you expected to pay—or should pay—for the local service of that paper. I have already said that compared with street-car advertising, space considered, circulation considered, the daily paper for even small space is vastly more expensive than street-car space, and when a large volume of a paper's circulation is outside of the city, you increase that cost just in the proportion that the circulation is outside of the city. Furthermore, if a large per cent of their circulation is outside of the city where you are not placing your goods, you not only pay for something from which you cannot receive benefit, but you do your introductory advertising a decided injury by creating a demand for goods among people who take this paper outside of the city where they cannot get the goods if they ask for them. Later when you introduce your goods in these outside towns, people who have tried unsuccessfully to get them before will not readily make a new effort because they remember they could not get them before, so that your advertising in such a medium becomes more expensive and disheartening than it should have been.

\* \* \*

The numerous unique advantages that street-car advertising offers are so little known that it is little wonder, in ignorance of them, representatives of competing forms of advertising do not do the street cars justice.

\* \* \*

The advocates of magazine and daily paper advertising are so numerous and so clever that the public generally is well informed regarding the merits of those forms of publicity. But street-car space presents its own claims before the man considering advertising as he rides in street cars and requires few representatives to

complete the sale of its space, so that there has been very little opportunity—and not very much necessity—for a campaign of education.

\* \* \*

A campaign of street-car advertising education should be directed so as to disprove some of the so-called facts which representatives of other media circulate with a great deal of industry, although they know nothing, or next to nothing, whatever about the real value of street cars as an advertising medium.

\* \* \*

Consider the various changes that have taken place in the use of publicity in magazines or daily papers. First: a card was put in and kept there, year after year, as is still done in trade papers, many of which still contain the best examples of out-of-date advertising; and then the catch line was relied on to do the whole work; and then came the era of bald statements without any proof—some examples still existing are venerated solely on account of their antiquity; then gradually the idea grew that grown people, like children, learn through pictures, and illustrations were added and in some cases ran riot in waste and uselessness; and then as space grew dear an effort was made to squeeze a 100-line ad into forty lines of space; then came the analysis which proved that an advertiser who did not use forty lines or more absolutely had little hope of surviving the advertising vaccination; then the evidence was produced that the advertisers were fewer than ten years ago, and in seeking a remedy for that, the tonic dose of large space, which was administered to many, proved at least a stay upon the toboggan slide of failure.

Street-car advocates never perpetrated such enormities. They always said "change your card;" "we don't want a trial ad;" "we want you to use big space." They could have advocated a 12-inch card, but they did not, and they give the benefit of big type, big

illustrations in color and a run of twelve months was usual.

They say "let us get you up ten or more texts and run them divided up equally among the cars where you use 1,000 or more, and the people as they ride in the different cars during the month will eventually read your entire story in big display type when they have nothing else to interest them, and they will read it over and over again." No daily paper or magazine can approximate that advertising power.

When you see a street-car advertisement over and over again you learn to look for it, expect to find it and generally you do find it (for your convenience it is lit up at night) and you greet it as an old friend with its art and interest and picture life, and often to the profit of your pocketbook or comfort, when you yield to its gentle influence.

No person reads all the signs, nor will all persons read any one sign, but that applies to all advertising. If all the people who took all the magazines, read all the advertisements, or even any of them, the direct response to advertisements would not be as meagre as they are.

The most optimistic magazine advocate never claims "your advertisement will be read over and over and over again every month." He would be delighted to feel sure that it is read even once in a month, but if you observe people in street cars you will see that the same advertisement is read by some people many times in a single ride. Most of them have an opportunity of repeating that reading many times in a month.

The greatest magazine circulation in this country claims to reach 6,000,000 readers a month. You can buy 6,000,000 readers of a street-car card 11x21 a month for \$181. For that sum in that magazine you can only buy thirty lines, that is 2 1/4 x 2 1/4 inches of space. In the street car your advertisement is on the average one of twelve cards on a side of the car. In that magazine such an advertisement might be one of twen-

ty or more advertisers on a page among the thirty or more pages carrying advertising.

\* \* \*

Among some of the thoughtless objections to street-car advertising some one says "but you see only one-half the cards because you cannot see the cards over your head." As an argument that is ridiculous unless on the erroneous assumption that the car sign is exposed for one day only or that the rider won't ride on the car again for a month, and so only has that one chance to see it. Before that objection would be valid you would have also to assume that for thirty days that rider would always sit on the same side of the car. Such a thing would be the most impossible of street-car impossibilities. Then what is the comparison? A certainty—to say the least of it—that your card 11x21 will be seen more often in thirty days by the 6,000,000 street-car riders than that the 30-line ad in a magazine will be seen by the 6,000,000 readers.

Noting this comparison, it does look somewhat ridiculous to expect to get out of a 30-line advertisement as much advertising power as you get from a street car card—11x21—often a work of art done in colors.

\* \* \*

To illustrate this by another comparative circulation statement—a page in that magazine in black and white costs \$4,000 for a possible reading circulation of 6,000,000 a month. For \$4,000 spent in one month in street cars you can be assured an actual reading circulation of over 132,000,000 riders in thirty days (the number of riders are annually reported by the street railway companies); or for every dollar spent in street cars your advertisement can be seen by 33,000 riders. Or in other words, for the same cost street cars assure you 22 readers for the one reader in such a magazine.

\* \* \*

Of course, the smaller the page of the magazine the less is the dif-

ference between the actual number of readers for the dollar and the actual number of riders in street cars for the dollar; but at the same time you lose by the small page the dominant display that you get only in a magazine with a large page, and you must remember that the size of a street-car card is about five times as large as the page of an ordinary magazine.

A half-page in a daily paper is about the size of a street-car card. If any one figures the cost of half a page in a daily paper for thirty days and compares it with the cost of street-car space he will find that the cost of daily papers for that space is about \$140 a day or \$4,200 for thirty days for a circulation of 100,000 a day, while the street car costs you only \$3 a day or \$90 a month to reach 100,000 every day for thirty days.

If one considers the increasing number of magazines that demand a share of his patronage and very often get it, and very often duplicate circulation that makes advertising very costly, and the growing increase of circulation of the live standard magazines, which makes the cost of reaching their clientele each year greater (this factor does not appear in street-car advertising) it is little wonder that advertisers turn to street cars which relieve them of their otherwise increasing advertising burden.

No amount of energy and push on the part of a street railway's advertising department could possibly increase the number of cars that are put on in any city. That the capacity of car service is usually taxed beyond its limit is well known and evidenced by the strap-hanging habit, which has not yet been abolished either by popular uprising or municipal or board of health regulation, so that an advertiser is all the time getting more circulation than he pays for, whereas, with magazines and newspapers it has always been doubted whether the advertiser

was getting all the circulation he paid for.

When it comes to real circulation and counting it—the street-car riders are counted for you in the street-car reports published annually—where else can you get such a guarantee that you receive what you pay for? All other forms of publicity have to be guaranteed and affidavits made, etc., and often they are not believed. You are told by some magazines that they do not give return privileges. In such cases how are you going to check up the copies that remain unsold at the end of the month in the more than 20,000 newsdealers' stores in this country? Or, how are you going to check up the actual number of copies returned of those magazines that are returnable? And then, think of the overworked sample-copy circulation and special editions.

Some very interesting figures have just reached me which show that the street cars in Toronto carried more passengers in the last six months than the entire steam-railway systems in the Dominion of Canada in the same time. It is conservatively estimated that over ninety per cent of the class that purchase advertised goods ride in street cars.

The up-to-date advertiser or agent knows that about sixty-five per cent of all the advertisements now running carry illustrations and fully fifty-six per cent of the space in those advertisements is devoted to illustration.

Illustration is the most successful educator of the rising population to knowledge of goods that they sooner or later will buy; therefore, the importance of the size of illustration—its accuracy and beauty can hardly be overestimated, and these qualities are paramount in good street-car cards.

Nearly everybody can remember some of the real national advertising hits that have been talked about, joked about and cartooned, and fully one-half of them made

those hits through street-car advertising, and this in spite of the fact that less than 1-250th part of the national advertising outlay goes into car signs. The balance on the books in favor of street-car advertising publicity then would be half the hits for less than 1-250th part of the money spent in all advertising. It shows that street-car advertising space speaks for itself far out of all proportion to the money allotted to it.

\* \* \*

Advertising that creates a stir must have been seen at a time when people were ready to be stirred up, and it proves that street-car signs are seen, read and remembered. This is the simple psychology of street-car advertising.

\* \* \*

That accounts for the success of Campbell's Soups signs with their charming infantile figures that appeal to every mother—aye, to every woman—in the land who reads them, and it makes them willing to try the soups that are so attractively—and as Campbell knows, successfully—advertised.

\* \* \*

Consider the inequality of service that the small advertiser gets in a magazine or daily paper as compared with a big advertiser. A small advertiser, because of the large volume of circulation, has to buy a small advertisement. A small advertiser in street cars buys a small circulation on equal terms with the big advertiser who buys a big circulation. The conflict for success then is on equal terms—an impossible condition in other forms of publicity. You do not have to figure out how by clever jugglery of words and fancy borders, or types that are supposed to have phenomenal attractions, so that you can in small space by these adventitious methods overcome the competition of the large space user in a magazine or daily paper.

\* \* \*

Mail-order magazines and advertisers are of the opinion that advertisements in street cars cannot be keyed. They do not know

that advertisements are now keyed in street cars with great success. If one considers that the larger per cent of street-car advertising is local; that most of the local street-car advertisers make twelve months' contracts and keep on renewing them; he will get unanswerable evidence that those advertisers are able to trace profitable results whether keyed or not.

Now as to copy—I have already spoken of the changes of opinion in the course of years regarding what is effective copy. No man would run magazine copy on a billboard, but some try to run magazine copy in street cars. Street-car advertising offers a distinct advantage in advertising when copy is designed by those who know best how to do it, and the advertiser that succeeds best in street cars is th man who gets his copy prepared by those who know the requirements for good street-car copy.

\* \* \*

Three of the principal causes of failure in advertising are the single-insertion heresy, the small space mania and inattention to the details in the advertiser's office. Street-car advertising, with its minimum of three months' continuous contract and its large space obligatory does much to eliminate the two first causes of most failures. Expert advice to advertiser to enable him to get the best out of his advertising can be obtained from this office—as helpful and valuable as that from any magazine manager or advertising agency. This eliminates the third cause.

Advertisers who use street cars alone or in connection with other forms of publicity will receive every possible help, if they want it, in establishing a satisfactory office organization.

\* \* \*

Street-car advertising will not perform impossibilities, any more than any other form of advertising. One of the most successful advertisers has laid down as the conditions for successful advertising that "the article should be

worthy of advertising; it should be as good—or better—than any other at the same price; if it is a good deal better, additional price is not a bar to its advertising success." And with these conditions complied with, most lines of goods may fairly consider street-car advertising first before deciding on any other form of publicity.

\* \* \*

And, last, the Street Railways Advertising Company promotes advertising upon just as high a plane as any other responsible business is promoted. If I am not convinced that street-car advertising will be right for an advertiser to use, he is told so. If he expects to get results in three months that should require a year to develop he is advised not to commence. If I am convinced that street cars is the right publicity for him to use, I hope by giving him a sufficient reason to convince him. I do not want—and never expect—to make a success for an advertiser who does not know why he uses a given form of pub-

licity, and it is in giving him information why and how he should use street cars that I expect to gain success for him.

THOMAS BALMER,  
Advertising Director Street  
Railways Advertising Co.

#### ADVERTISING WOULD STILL BE NECESSARY.

Ralph Curtis Ringwalt, in his "Briefs on Public Questions," published by Longmans, Green & Company, presents as one of the advantages of merging all the railroads of the country under government ownership the elimination of the expense of advertising. It is known that the railroads have spent hundreds of millions for advertising, chiefly in newspapers and periodicals, and that this advertising appropriation, which now is estimated at \$12,000,000 a year, is largely the result of competition.

Still it is a question whether the elimination of this expense, without regard for the commercial profits of the newspapers and periodicals, would be for the best interests of the people of the country as a whole. The enormous value of the work which the railroads have done in developing new territory is conceded. Could the railroads have made this development in twice the time without the impetus of competition and the invaluable assistance of advertising?—*Fourth Estate.*

## Seizing Opportunities

"He that will not when he may  
When he will he shall have nay."

**S**OME men are never awake to seize opportunities that are offered to them, but are always ready to grumble when they hear of the prosperity of their neighbors. Many printers throughout this land have been reading my ads for the last ten years or more, and have even gone so far as to send for a copy of my price list, but when it came to sending the money in advance they balked, and preferred to continue in the old rut of buying on credit, paying double and sometimes treble my prices. These same fellows seldom if ever rise above the average class of printers, who struggle on for years without ever being able to lay aside a competency for their declining days. Now is the opportunity to send for my price list and compare it with your ink bills for the past twelve months. Address

**PRINTERS INK JONSON**

17 Spruce Street

New York



# The 1905 Book The Best Ever Issued.

Every business house that places advertising in other than its local papers needs a reliable newspaper directory as a guide to the press of the country. Such a directory to be of real value must be not only a guide, to the names and locations of the newspapers and other publications, but it must give other information that an advertiser must know before he can intelligently and successfully grapple with his problem.

In his preliminary examination of the question the advertiser may easily learn that there are several newspaper directories regularly published and numerous guides and newspaper lists of various kinds which purport to be of value to the advertiser. These directories and lists were all originated by advertising agencies, no doubt for their own profit. Most of them are still owned and published by agencies. The oldest directory of them all, however, Rowell's, has recently become an independent publication and is no longer connected with the advertising agency which was made famous by George P. Rowell. *This independence is of unmistakable advantage to the book.* It removes from it all possibility of the charge of graft in connection with exchange of space with publishers. If the Rowell Directory has been charged with such graft the charge was wholly false; yet this change to independence will free it wholly from such charges and even strengthen its hitherto high character.

Rowell's American Newspaper Directory for 1905 seems to us to be the *best book of the book ever issued.* It contains all the information that it is possible to classify in such a publication and

is a handbook of inestimable value on the desk of every intelligent advertiser. This book was started by Mr. Rowell 37 years ago, the first real newspaper directory in this country, and it has been steadily printed each year since then under the eye and the parental oversight of its originator. Of all Mr. Rowell's enterprises the Directory has been the child of his warmest affection, and to his genius its success is due.

In all respects the reference side of the book is complete, giving the names of all the newspapers in the United States and Canada and their circulation, with description of the towns in which they are printed, their population and industries. The papers which have over a thousand circulation are also listed separately, as well as the Sunday papers and class publications. The important part of a newspaper directory is its circulation statements. The advertiser finds such information vital to him. With no circulation figures or with inaccurate statements the directory loses its value. In this respect Rowell's is the most successful Directory ever printed. For thirty-seven years Mr. George P. Rowell has fought the fight for accurate circulation figures. He and his book have been abused, villified and traduced, their honor and honesty questioned and many libel suits threatened. Through it all the book was issued year after year with such circulation figures as the genius of the publisher could extort from many unwilling newspaper publishers; increasing and improving year by year. This book is the standard and the indispensable newspaper directory of America.—*Editorial from the Burlington, Vt., News, of June 26, 1905.*